

DOR IV-14  
14  
6639

# Fence Industry

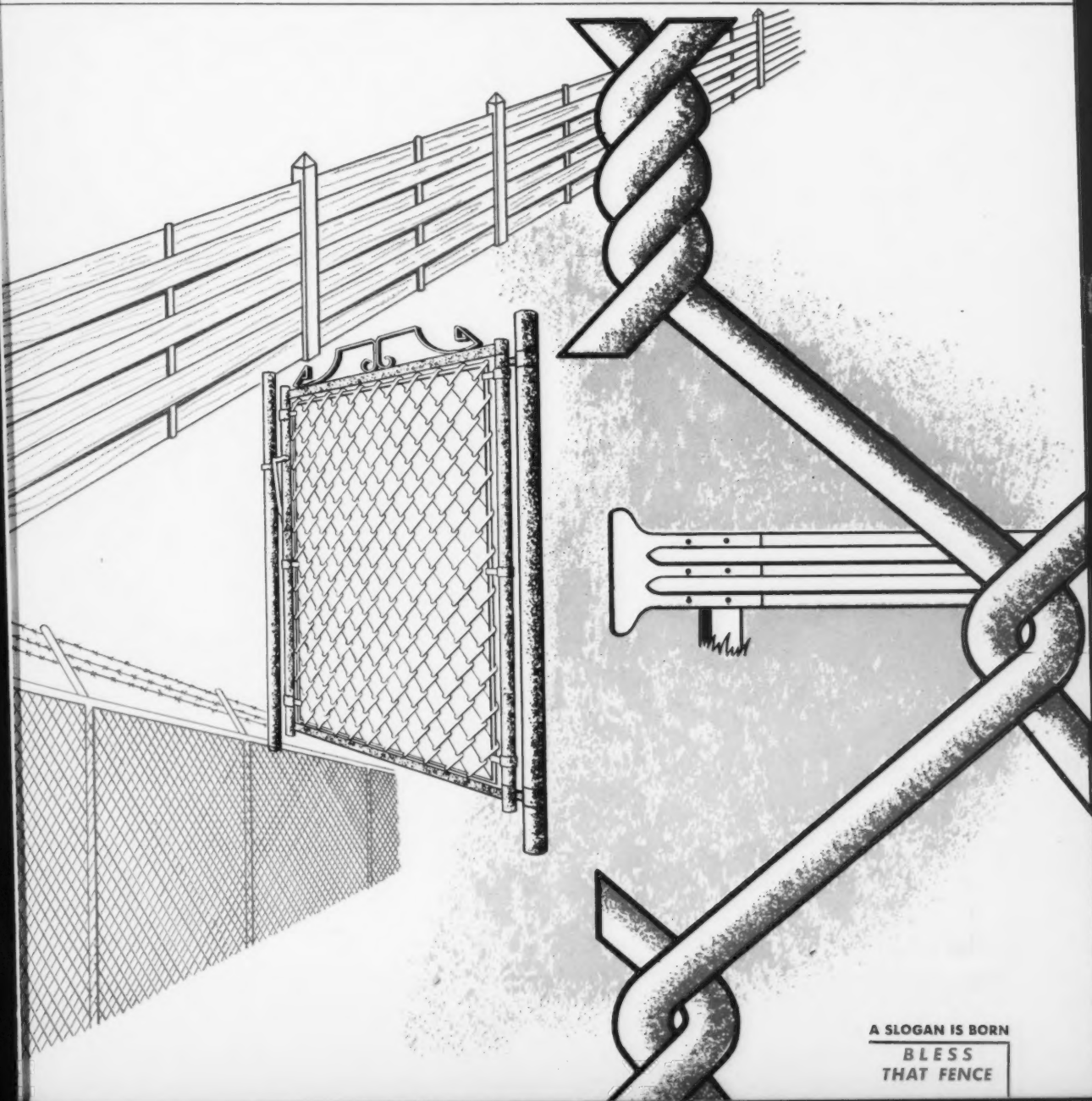


TRADE NEWS

JULY-AUGUST 1958

The Journal of All Fencing

60¢ per COPY



A SLOGAN IS BORN  
BLESS  
THAT FENCE

# ANNOUNCING

an unusual opportunity for those wishing to diversify their present business activity, or enter business for themselves:

DEALERSHIPS OR MANUFACTURING  
FRANCHISES FOR

## PANEL-VENT® FENCE

Patented **PANEL-VENT®** is a new and strikingly beautiful line of rustproof metal fences, finished in colorful baked enamels. Three styles of **PANEL-VENT®** fence come in heights from 2 feet through 6 feet.

Public acceptance of **PANEL-VENT®** fence has been without precedent in the fencing industry, and a large, healthy and expanding market is indicated.

We are now extending **dealerships** and **franchised manufacturing** rights for **PANEL-VENT®** fence. Simple, foolproof, automatic machines are leased for the manufacturing of **PANEL-VENT®** pickets and panels, from enameled, rustproof, coiled steel stock. Standard posts, rails and gate frames are furnished by us.

WE INVITE INQUIRIES FROM  
PROGRESSIVE-THINKING PERSONS AND FIRMS—

with proven experience in home improvement, light construction, light metal fabrication (awnings, venetian blinds, siding or roofing), building materials, and fence manufacturing and distribution. A four-figure investment will be required from franchised manufacturers. Dealers may operate on a scale justified by their credit rating.

No other type of fence is now competitive with the **PANEL-VENT®** line. This, combined with complete advertising and sales promotion programs conducted by All Products Company, along with other aids to franchised manufacturers in training their salesmen and setting up distributor and dealer organizations, make this a very **sound** and **profitable** proposal, worthy of your investigation.

CONTACT US TODAY FOR FURTHER  
INFORMATION ON BECOMING A **PANEL-VENT®**  
DEALER OR FRANCHISED MANUFACTURER.

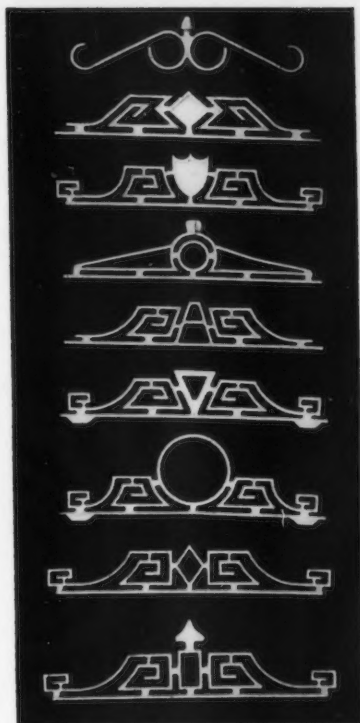


CONSUMER PRODUCTS DIVISION

P. O. Box 110 • FAirfax 5-3301

MINERAL WELLS, TEXAS





Illustrated above are just a few of the great variety of **SCROLLS** we manufacture for various firms.

## LITTLESTOWN Hardware & Foundry Co., Inc.

LITTLESTOWN, PENNSYLVANIA

MANUFACTURERS OF

## ALUMINUM FENCE FITTINGS

Made to Customers Specifications Only.

— NO STOCK ITEMS —

Now supplying 17 well known fence companies.

**We always use the CORRECT ALLOY  
Resulting in a smooth, brilliant finish.**

41 Years of foundry experience is your assurance of product satisfaction when dealing with  
**LITTLESTOWN HARDWARE & FOUNDRY COMPANY.**

For information, without obligation, write or phone any one of our representatives listed:

**LOUGH BROTHERS**  
5 Vose Ave.,  
South Orange, N. J.  
Tel. 3-4550

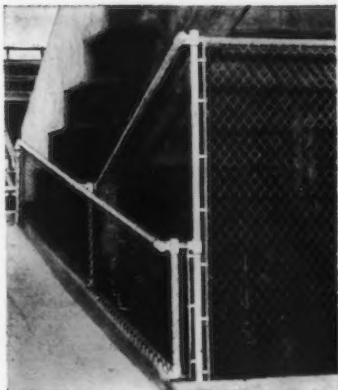
**GEORGE ZAPP**  
301 Suburban Sq. Bldg.,  
Ardmore, Pa.  
Tel. MI 2-7754

**B. L. MEREDITH**  
1624 Heathfield Road,  
Baltimore, Md.  
Tel. ID 3-5567

**JOHN KIGHT**  
4 Longfellow Road,  
Pittsburgh 15, Pa.  
Tel. ST 1-8304

Or Circle Buyers Service Card #32

**NO  
THREADING  
NO  
WELDING  
UP TO  
30% SAVING**  
on pipe frames built  
with  
**NU-RAIL®**  
fittings



You'll find many ways to speed up fence frame construction and cut down on erection costs with NU-RAIL Slip-On Fittings. Simply slip the fitting on the pipe, tighten the set-screws with a hex wrench—that's all there is to it. With five basic fittings you can make up any combination for any fence arrangement. There's no threading or welding, and pipe cutting is reduced to a minimum.

Leading distributors handle these aluminum fittings, both NU-RAIL and the lighter duty SPEED-RAIL Fittings. Write for descriptive Bulletin #F-14.

Or Circle Buyers Service Card #33

**THE  
HOLLAENDER  
MANUFACTURING  
CO.**

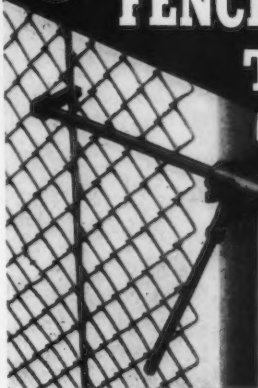
3841 Spring Grove Ave.  
Cincinnati 23, Ohio

FENCE INDUSTRY

*America's  
Only*

**3-WAY**

**FENCE and GATE  
TOOL**



- STRETCHES
- LIFTS
- ALIGNS

**\$22.50** LIST

Jobber Inquiries Invited  
Chain link, barbed and tension  
wire gates and fences are  
positioned in taut clamping  
alignment. Cap. 2000 lbs.;  
Wt. 9 lbs.; Lifts, Pulls to 24".  
Fully guaranteed.

Order your PULJAK today  
or write for new descriptive  
catalog sheet.



**Dockendorff & Co., Inc.**

606 Lindley Street • Bridgeport, Conn.

Or Circle Buyers Service Card #34

JULY — AUGUST 1958

1

The Journal of all Fencing and Erecting

## CONTENTS

### FEATURES

- Right or Wrong in Labor Relations 10  
Texas Story on Panel-Vent Boyd E. Lovell 8

### TECHNICAL

- Acco Aluminizing Process Bernard S. Westerman 14

### INTERVIEWS

- Observations — In New Jersey Albert S. Keshen 23  
It's Redwood in Arizona Boyd E. Lovell 27  
California Erectors Sound-Off Henri B. Tuthill 29  
Foxworth in New Mexico Samuel Hyatt 31

### METHODS

- Slip-On Fittings with Modern Design 13  
Metal-Crafters in Iowa Jean Lyon 17  
Modern Methods for Modern Metals 19  
A Lion is Fenced Jean Lyon 22

### SALES

- New Approach to Fence Sales Newell A. Eddy 5

### DEPARTMENTS

- Editorial 2  
Washington Report Larston Farrar 4  
Products and Services 33  
Information-Notices of Importance 36  
Letters To The Editor 38

Edward H. Ellison  
Editor and Publisher

Robert Connor  
Assistant Editor

Rose Kaner  
Business Manager

James Patterson  
Circulation Manager

Cyril Lee  
Advertising Manager

Andrew Levasseur  
Art Director

FENCE INDUSTRY Trade News, July-August 1958, Volume 1, No. 1. Published by Ellison Publications, Inc., (Executive and editorial office) 127 N. Dearborn St., Chicago 2, Illinois, U.S.A. Edward H. Ellison President; R. Ellison, Secretary. Acceptance as controlled circulation publication pending at Pontiac, Illinois.

ADVERTISING: Refer all advertising as well as editorial matter to Fence Industry, 127 N. Dearborn St., Chicago 2, Ill. Telephone: RAndolph 6-2119—6-2120.

CALIFORNIA ADVERTISING REPRESENTATIVE: The James E. Munford Co., Suite C, 1425 Mission St., South Pasadena, Calif., Tel. RYan 1-3397 or 420 Market St., San Francisco, Calif., Tel. DOuglas 2-3889.

NEW YORK ADVERTISING REPRESENTATIVE: C. Ellison, Fence Industry, 507 Fifth Ave., New York 17, N. Y. (Suite 706) Tel. MUrray Hill 2-2444.

SUBSCRIPTION RATES: United States, U. S. Possessions and Canada: One year \$4.00 — Three Years \$8.00 (Canada add 50c to annual subscription for special handling.) Foreign: One year \$5.00 — Three years \$12.00 . . Payable U.S. funds.

MANUSCRIPTS, photos, drawings and other material submitted for editorial consideration are sent at contributors' own risk. Return postage should be included otherwise material will not be returned.

COPYRIGHT 1958. Copyright and registered by Ellison Publications, Inc., — Accepted as controlled circulation publication at Pontiac, Ill., P.O. — send form 3579 to 127 N. Dearborn St., Chicago 2, Ill.

## A Point of View!

EDITORIAL

When a stranger is invited into your office and he notes that you are a busy man, he tenders his greetings and then gets down to the business at hand. In so doing he indicates a definite respect for you.

This respect must reflect in this publisher's attitude for I am foregoing the opportunity of going into all the details of the why's and wherefore's of a publication aptly named *Fence Industry*. This retention is playing havoc with my ego, however if you are curious, a letter or phone call will elicit the desired information.

All told, the publishing business is no different from any other, that is, with one exception . . . it's tougher, because you must turn out a new product each month and that product has to be better each time. This is our attitude at *Fence Industry* and what you may look for.

When you buy a product you want to know something about it and what makes it tick. What about a trade publication? The terse reply to this query is that the people within the industry themselves make a publication tick . . . for the publication is merely a reflection of their own views, attitudes and business phenomena.

We are pleased to note that the terminology, *Fence Industry*, which this publisher coined, is now taking hold. The appellation has been noted in your catalogs, advertising and other promotions. Which proves a point. Fresh ideas accepted from outside the usual routine of things as they are, is a healthy indicator.

"Off the cuff" I asked a goodly number of fence erectors to name our publication and not one came up with this one. The fact is, you are a big industry but you haven't made this known generally. FENCE INDUSTRY IS GOING TO DO THE JOB for you . . . want to lend a hand?

Now let's get into the operating room for some fast surgery. We are aware of those few people within the industry who have pulled out the "Welcome Mat" from under our feet. This type of reception is "old saw" to this publisher. Of one thing you can rest assured, we have no axes to grind. It is further the right and privilege of any organization to adopt the policy which they believe to be in the best interests of their respective companies. When we cease to believe this we may as well join the commies or become fascists. You just do not adopt a double standard.

The person or firm who damns the big corporations or smaller competitors for their so-called base business tactics and then goes out and throws every curve in the book to make a sale doesn't make sense. In fact they soon cease to make a profit. Then, they just cease. This sort of thing merely brings the supplier closer to 77B. The moral for the supplier is to check the business morals of the people he sells.

Take note friend. The stranger who just came into your office, is no salesman. He represents the people who produce FENCE INDUSTRY . . . and it takes a lot of people to publish a magazine. This guy wants to do a job for you and he hopes you will get onto the bandwagon. The purpose? To do a national promotional campaign for the industry. To make everyone fence conscious . . . so that you will "BLESS THAT FENCE," each day you turn the key in the office door.

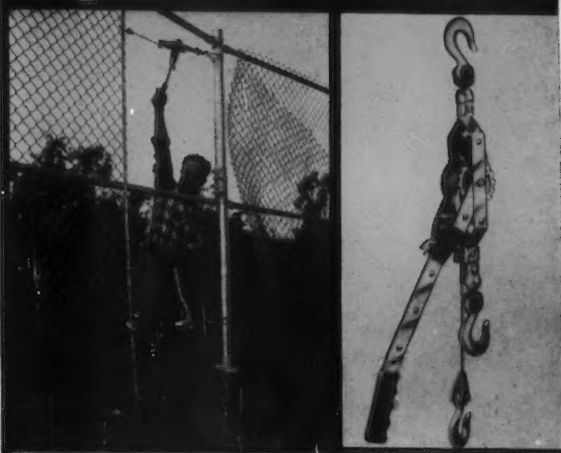
Further and finally. The policy of this publication is that everyone in the industry may make his voice heard in our pages right back to the last row of this business theatre. We are publishing to be of service and disservice is not in our lexicon.

This is your "baby." Take care of the kid and he might support you in your old age . . . and to all those fine people in every state of the U.S.A., Hawaii, Alaska and Canada, — Thanks, for your cooperation and aid in helping make this publication a reality.

Edward H. Ellison

EDITOR

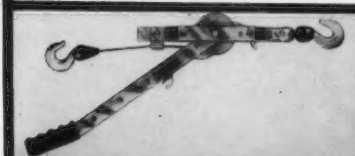
# \*special offer!



**THE MAASDAM DE LUXE POW'R-PULL IN ACTION**  
operates in any position; saves time & manpower!

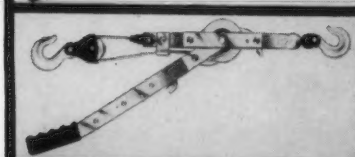
## DE LUXE MODEL 144 D-6

1 ton capacity, 20-1 power ratio; Maximum lift 12 ft.; Safety tested to 50% overload.



### Standard Model 144 S-6

1 ton capacity  
Maximum lift 12 ft.  
Safety tested to 50% overload



Standard Model 144 SB-6 (with Snap-Block)  
2 ton capacity  
Maximum lift 6 ft.  
Safety tested to 50% overload

# \*special offer! (LIMITED TIME ONLY)

**Coupon worth \$5.00 toward the purchase of:**

- De Luxe Model 144 D-6 • Standard Model 144 S-6
- Standard Model 144 SB-6 with Snap-Block. All models equipped with 3/16" aircraft cable rated 4200 lb. Average wt. of each unit 7 lb.

**\$5.00** This coupon below is worth \$5.00 **\$5.00**

Please send me the following Maasdam Pow'r-Pull Units:

(quantity) \_\_\_\_\_ MODEL 144 D-6, \$21.95 with coupon (Reg. \$26.95)

(quantity) \_\_\_\_\_ MODEL 144 S-6, \$19.95 with coupon (Reg. \$24.95)

(quantity) \_\_\_\_\_ MODEL 144 SB-6, \$24.95 with coupon (Reg. \$29.95)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

TERMS CASH OR APPROVED CREDIT

☐ Check Enclosed ☐ Send C.O.D. ☐ Bill Us

**\$5.00** Satisfaction Guaranteed or your money refunded **\$5.00**

Take Coupon to your nearest dealer or send directly to:

**Maasdam POW'R-PULL**

DEPT. B • 10000 CHANDLER BLVD. • N. MILWAUKEE, WIS. • RD. 2, BOX 100

Attractive Dealer Opportunities Available

**SEND TODAY FOR FREE CATALOG** describing complete line of MAASDAM POW'R PULL products for fence erectors.

Or Circle BUYERS SERVICE CARD No. 42

FENCE INDUSTRY

# MAKE MONEY

with  
WESTERN RED CEDAR  
FENCING

by **Concord**  
ESTABLISHED 1910



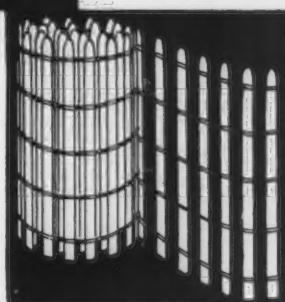
**PATIO WEAVE**  
4'-5'-6' Heights

**COLONIAL PICKET**  
3 1/2' Height



**ESTATE FENCE**  
2 and 3 Rail Styles-  
2 1/2' and 3 1/2' Heights

**WHITE ROLL FENCE**  
3'-3 1/2'-4' Heights  
25' and 50' Rolls



America's most complete selection of Lawn and Garden wood products.

## MERCHANDISING AIDS!

Fence Display Units in two sizes (3 1/2' and 10') featuring five different styles. FREE Sales Portfolio: includes 8" x 10" photographs of actual installations, sales and installation tips, ad mats, poster price cards and displays.

2 FREIGHT-SAVING  
PLANT LOCATIONS

MAIL COUPON FOR  
FREE CATALOG



**WOODWORKING COMPANY**

10 Beharrell Street West Concord, Mass.  
21 West Taylor Street Chicago 5, Illinois

Company .....

Attention of.....

Street .....

City..... State.....

Or Circle BUYERS SERVICE CARD No. 41

JULY - AUGUST 1958

3



## BUSINESS TRENDS

# Bulletin

### WASHINGTON REPORT

by Larston D. Farrar\*



\*Larston D. Farrar is a noted Washington business writer. He is the author of the successful top selling Signal Book, WASHINGTON LOWDOWN. He is also the author of thousands of articles which have been published in magazines during the past 17 years. He is an authority on the Washington scene.

The second session of Congress included many decisions that could help you to sell more fencing later this year, and next year. Some of the moves may make it easier for you—eventually—to get better financing too.

A new series of capital banks will be set up across the country, backed by the U.S. Small Business Administration. At these banks eligible businessmen will be able to make longterm capital loans.

While passing this legislation, Congress also gave SBA more credit with which to make loans to needy businessmen. Individuals and business in disaster areas can make 3%, longterm loans, a point to keep in mind should your area be affected.

The Congress also twice raised the amount of credit available for FHA loans and there is more Government credit available to underwrite construction or renovation by private banks now than there ever has been. This should make your selling job easier in some situations.

Biggest boost given to private business—in the short run—may be the raise in pay for postal workers and for most federal employees. Spread through the nation (Philadelphia, for instance, has more federal workers than Washington, D.C.). Federal salary boosts are usually followed by pay boosts for state and municipal government workers.

Whether this will reflect in more business for the FENCE INDUSTRY is problematical. Since great numbers of government employees own their own homes they may be prime prospects for your products.

INDUSTRIAL production, which decreased steadily from last August through April, hit bottom in May, falling 14%. It turned upward 1% in May, according to the Federal Reserve Board's Index. The slight upturn may well be the end of the downward trend of business. Just how fast the economy bounces upward will depend on many factors, most of them having to do with individual business psychology.

Hopeful signs indicate a gradual upturn that may pick up speed each month. Steel Production which fell 48% of capacity, was back at 65% of capacity in mid-June.

Urban renewal projects constantly on the increase will reflect in more business for the Fence Industry. "We are impatient to start living in these bright refurbished towns and cities that urban renewal promises," says Albert M. Cole, administrator of the Housing and Home Finance Agency. "During June 134,000 units remaining in the presently authorized housing program had not yet been started."

NEW, non-farm home starts this year will undoubtedly be above the 1,000,000-a-year-rate, topping 1957 and likely getting close to the '56 level.

Retail sales measured dollar-wise, are running almost even with those of a year ago, but goods moved are down 3%, overall.

"Hard money," is progressively becoming less tight each month and is giving away to low interest rates and ample public and private credit.

(MORE ON PAGE 6)



FIRST CLASS  
PERMIT NO. 50776  
CHICAGO, ILL.

**BUSINESS REPLY CARD**

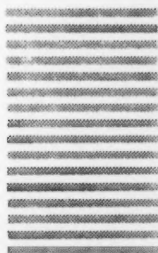
postage stamp necessary if mailed in the United States

*Postage will be paid by*

**FENCE INDUSTRY**

**127 N. Dearborn Street,  
Chicago 2, Illinois**

Circulation Dept.



# Fence Industry

THE ONLY FENCE PUBLICATION

..........TRADE NEWS.....

PLEASE STATE YOUR LINE OF BUSINESS

Please Enter My Subscription to FENCE INDUSTRY Trade News for

☐ 3 Yrs. at \$8.00 (in U.S.A.) ☐ 1 Yr. at \$4.00 (in U.S.A.) ☐ Bill Us ☐ Check Enc.  
Canada, Cuba and Mexico; add 50¢ to annual price. Other countries add \$1.00 for special handling

Company Name

Ordered by

Street and Number

City and Zone

State

For the Fence Erector, Manufacturer and those serving this industry.

To help us serve you please ☒ ERECTOR ☐ MANUFACTURER ☐ DISTRIBUTOR ☐ CONTRACTOR ☐  
EXPORTER ☐ IMPORTER ☐ SALES AGENT ☐ WHOLESALE ☐ RETAIL ☐

THIS IS A SPECIAL OFFER SENT ONLY TO A SELECT GROUP—SUBSCRIPTION INCLUDES

★ The International DIRECTORY of Fence Materials ★

**TODAY?—THANK YOU!**

# A New Approach To Fence Sales

By N. A. Eddy, President  
Habitant Fence, Inc. Bay City, Michigan

*Mr. Eddy also serves as president of Habitant Shops, Inc., furniture manufacturers; the Eddy Investment Co., with diversified financial holdings; the Bay City Rotary Club; is a director of the Citizens Hospital Association; is on the board of the Home Furnishings Industry Committee; is now a director and served as president (1956-1957) of the National Association of Furniture Manufacturers. He received his B.A. degree at Northwestern University. He is a fine hunter and trout fisherman; flies his company's plane and has had his CAA pilot's license since 1939; just to touch lightly on Mr. Eddy's many activities and accomplishments.*



When our Colonial Forefathers erected the first stockade fence around their New England log cabins, they did so for one very simple and elementary reason—to keep out the Indians! When we listen to what unfortunately appears to be the “typical” fence salesman today—one would think we are still fighting Indians in the suburbs.

The term “protection,” and its cousins “security and privacy,” seem to be about the limit of the sales pitch that most of our field representatives present to a prospective purchaser. Sure it's a good fence (regardless of whether it actually is or not)—or at least the prospective customer is left to assume it is. Let's face facts—technical differences, unless very carefully and sincerely explained by a skilled salesman, go over the customer's head anyway—so conversely, in the clutches of the average salesman, the prospect ends up making his own judgment of quality and dollar value.

Nine times out of ten, the fence prospect responded to an advertisement because he had already concluded that he wanted privacy, protection and security. When did you last hear an automobile salesman promoting the chrome plated, 400 horse-power, jet design 1959 Bloor Special, because it offered a means of transportation? You didn't—the salesman didn't even mention the obvious—but you sure got plenty of sales talk on the beautiful exterior colors, the interior decor, and you assumed the 400 horses under the hood would make it run.

Why then do we, as an industry, continue to try and sell fence day in and day out for the obvious reasons? No one will contradict the statement that it is just a little harder to-day to separate the prospective customer from his bank roll, so let's analyze this subject and see if we have not been overlooking what may actually be a greater, more motivating sales appeal.

We all live in high gear in 1958, surrounded locally, nationally and in a world sphere of tension and unrest. Many trained psychologists and consultants to the Home Furnishings Industry, and to the Federal Government, have suggested that the veritable bulwark of our nation lies in the strength and solidarity of

the American home. Where else at the end of an exasperating business day, can a man turn for some comfort, relaxation and a true sense of rest and solidarity?

We need but to look through the current periodicals to note that many segments of the Home Furnishing Industry such as furniture manufacturers, carpet and drapery manufacturers etc., are stressing the appeal of not only a beautiful, but more important, a serene and comfortable home. We in the fence industry have, for a number of years, tried to promote the thought that the lawn and yard and garden are an extension of the home—“an outdoor Living Room.” If that be true, then as fence manufacturers, we are in a broad sense, a part of the Home Furnishing Industry—and we should promote and sell fence as an inherent and integral part of the home, with the thought that no home is complete without an attractive enclosure.

Certainly fence offers protection, certainly it offers privacy, definitely it helps control pets and children—and even the most simple post and rail design serves as a boundary line marking. A high tight wood fence will help control prevailing winds and make an outdoor living area much more pleasant—and such a fence, combined with shrubbery, will reduce the noise level of an adjoining thoroughfare by an appreciable number of decibels. But again—that is what the customer already knows—that's why he called our salesman to come out and meet the Mrs. and discuss a fence plan in the first place. Let's save the prospects time and our own, and start clinching more fence prospects by putting a little romance and psychology into the sales approach!

You can tell at a glance that this prospect has a pride of home ownership, or his lawn and garden would not be as neatly trimmed and well kept as it is. A glance around the inside makes it obvious that the wife would be proud to have the girls in for an afternoon tea—so why would this family think of calling the neighbors over for a Saturday evening outdoor barbeque, without finishing the appearance of the Outdoor Living Room with a quality fence installation.

Continued on page 7

Personal savings, which had increased each month during the downturn, are building up at a record rate.

Personal income, measured on an annual basis, pushed past the \$345-million-a-year rate and seems certain to climb each month.

Are you slanting your sales effort? Experts in Washington say that's the trend in business, such as the fence industry, where individuals or corporations must make a relatively large cash outlay or credit obligation.

"Slanting," means concentrating your sales effort among groups or individuals, or companies, that are better off financially than the average might be. Selling a fence to a home owner out of work, or working part time, just to make the sale, makes no more sense than selling electric fans in the frozen north, they say.

INFLATION is getting a lot of attention here, for virtually all trade associations polled by the Senate Committee on Finance said they considered it the nation's number one problem.

The federal budget will be about \$10 billion out of balance this fiscal year. This is virtually built-in inflation. As noted salaries of other government groups will go up, necessitating higher taxes later. This, too, is inflation.

It's a good talking point now, in your sales effort. Prices, far from going down, are bound to go up. The inflationary trend, seemingly slowed down during the last year. But many observers believe the stage was being set for an even greater onslaught. The dollar may well lose more value in the next two years than it did in the past five.

A healthy indicator for future business is that many large corporations are reporting record high vacation pay-checks this year to their employees. Keystone Steel & Wire Co., in Peoria, Illinois sets an example with a record for their firm exceeding \$600,000.

THE WHITE HOUSE. The President announced that he was suspending his consideration (at this time) of the recommendations of the U.S. Tariff Commission in the escape clause involving lead and zinc. "A final decision would be more appropriate after the Congress completed its consideration of the Minerals Stabilization Plan presented with his approval by the Secretary of the Interior. Early action by the Congress on this plan, which offers a more effective approach to the problems of the lead and zinc industries, would help assure a healthy and vigorous minerals industry in the United States."

#### AFTER CLOSING . . . . .

##### First Quarter Report U. S. Manufacturing Corporations.

First quarter 1958 sales and profits after taxes for U. S. Manufacturing corporations, estimated at \$72.5 billion and 2.5 billion, respectively, according to the latest figures made public by the Federal Trade Commission and Securities Exchange Commission, jointly.

Reflecting slower rate of industrial activity prevailing during first quarter, sales in 1957 were \$79.6 billion and earnings after taxes were \$4.1 billion.

With earnings down, Federal income tax accruals dropped from \$3.6 billion in the first quarter of last year to \$2.2 billion for the first quarter of this year. Although profits were lower, dividends continued at a high rate and retained earnings were only \$600 million for the quarter, compared with \$2.3 billion for the corresponding period of last year.

COSTS AND EXPENSES CONTINUED TO ABSORB a larger part of the sales dollar and profit ratios for the first three months of 1958 dropped to the lowest level for any period since FTC Reports began in 1947. Profits after taxes per dollar of sales averaged 3.4 cents compared with 5.1 cents in the last period of 1957.

The annual rate of profit after taxes to stockholder's equity was 6.8%, off from the 11.9% for the first quarter of 1957. All sizes of firms were affected by the drop, with the smaller firms indicating the largest declines.

THE COMBINED DROP IN SALES and narrowing of profit margins reduced earnings after taxes to \$2.5 billion, a decline of 40% compared to the 1st quarter of 1957 and 30% from the final quarter of 1957.



Show me a man who would even contemplate putting his good, hard earned money in a fence, and I will show you a man who has a good home life, a family unit of poise and strength and a circle of true friends. If that be true, then let's sell him on that basis! The man we are talking about, places a very high value on his family unit, and has unquestionably provided many things to keep the unit strong and intact. He is the man who would lend an attentive ear to your suggestion that a nice barbeque grill, in a properly enclosed backyard, would undoubtedly be relished by his teenage children as a place to entertain their friends (and incidentally, at the same time keep them at home.) Forthrightly comment to Mrs. Jones that her garden looks lovely—and wouldn't a fence enhance the display of same from a purely esthetic standpoint. In plain language, let's talk to this prospect in terms of what he fundamentally believes in—but which may not have originally motivated his thinking about a fence. By so doing, we are adding plus punch to the sales appeal—his original obvious reasons, and a stimulation of his latent, sub-conscious general desires.

Maybe you would call it selling fence through the side door, but I have seen some real nice installations as a result of some "soft-sell" that went something like this:—"If I had a lovely home and a family like yours, do you know what I would do Mr. Jones? I'd put about a six foot high fence along that back alley, and down this side of the yard, and over here, I'd taper it down a little so as to blend nicely into that shrubbery that goes between the two houses. Then I'd get a nice comfortable spring filled glider, and put it right here where the house and fence will shade the late afternoon sun, and when I got home about 6:00 o'clock from a hectic day at the office, this would be my little private summer kingdom. I'll bet you and Mrs. Jones and the kids would enjoy many a pleasant evening meal right here with your new found privacy of a fenced Outdoor Living Room."



*Bless that fence!*

FENCE INDUSTRY

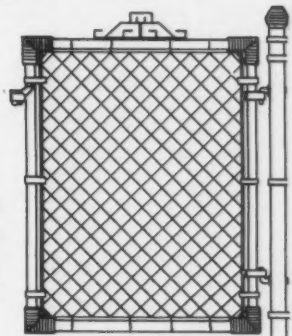
## J. R. QUAID, INC.

### Quality Products

for the

## FENCE ERECTOR

•  
OUR NEW 1958  
CATALOG IS NOW  
AVAILABLE FREE.  
WRITE FOR ONE.  
•



Single and Double Gates.

## CHAIN-LINK WIRE RAIL—POST—FITTINGS

ALL TOP QUALITY  
HOT DIPPED GALVANIZED



**LATCHES**  
Automatic and Standard.

POST cut to length—Top rail sleeves—  
POST hole diggers—Complete gates—  
ALUMINUM tie-wire—Miscellaneous  
wire—  
ALUMINUM fittings (polished)—Rail  
ends—  
ALUMINUM fittings—(special)—Gate  
Bars—  
TENSION and end bands—Barb wire  
arms—  
TERMINAL post tops—Drop rod guides—  
INDUSTRIAL galvanized semi-steel fit-  
tings.

Barb Wire.  
Fabric.  
Gate Scrolls.  
Gate Latches.  
Nuts & Bolts.  
Fence Tools.  
Pliers.  
Stretchers.  
Gate Hinges.  
Gate Frames.  
Fence Signs.  
Nameplates.  
Ornaments.  
Gate Clips.  
Gate Tools.  
Drop Rods.  
Hinges.



Fabric-Wire-Posts.

**Our NEW  
1958 CATALOG  
Now Available**

All items in stock. FREE SAMPLES.  
SPECIAL • Truck and Carload DISCOUNTS.

Phone Collect • 1 Day Service.  
Ask for John Vidrine, Mgr.,  
Whitehall 9-2728

## J. R. QUAID, INC.

3131 Franklin Ave.

New Orleans, La.

Or Circle Buyers Service Card #35

JULY — AUGUST 1958

7



Carl E. Kessler

# The Texas Story on "Panel-Vent"

by Boyd E. Lovell

Carl E. Kessler, inventive genius, puts his ideas to work. His most recent brain-child "Panel-Vent" fence and a fence tool runs his present steel orders to four million pounds annually.



The All Products Co., "Panel-Vent" plant in Mineral Wells, Texas, designed by Kessler

With major steel companies beginning to feel the bite being taken out of the residential fencing melon by the wood fence people, the introduction early this year of an all steel fence that competes with wooden fence on its own grounds of privacy, beauty, and numerous matching designs is an event of considerable importance to the entire fence industry. Especially so, when the introduction of the new steel fence is buttressed by an aggressive advertising and selling campaign. Therefore, FENCE INDUSTRY TRADE NEWS made a jaunt down to the All Products company of Mineral Wells, Texas to find out who was behind this venture, how it came about, and where it was heading...

The man behind the Panel-Vent fence is a young-looking, casual, transplanted Hoosier, who married a Texas girl during the second World War, when he was jockeying Uncle Sam's aircraft for a living. He is Carl E. Kessler, and his accomplishments do not begin and end with this newest venture into the fence industry. In fact, as the inventor and manufacturer of the Alprodco Life-Time Aluminum Gate (which he has since sold to a Houston concern), he was the subject of one of Fortune magazine's famous 'small business' success stories. He also developed a TV electronics business of sufficient worth to be sold recently to a major industrial engineering company.

"Actually," Carl Kessler says, "selling both the gate company and our electronics business was responsible for our getting into the fence business. Here we had this nice building and quite a number of skilled men waiting to go to work, and suddenly we discovered that we didn't have a business anymore."

"So I started looking around and it seemed to me that there was definitely a missing link in the fence industry—a place between the wooden fence which seemed to be gradually taking over the residential market, and the chain link fence which appeared to be more and more relegated to industrial fencing—and after considerable thought and development we came up with Panel-Vent, which in our estimation fills a definite need in the fence industry today."



SPECIAL TOOL to snap fence into place made by All Products Company. Tool is the primary basis for patent Kessler has pending.

Patented a little over a year ago, primarily on the basis of a new type of snap-lock design which eliminates fasteners, the new

steel fence can be shipped completely knocked down. It is available in three colors, white, tan, and green; and in several different designs, ranging from ordinary picket to maximum privacy horizontal panel.

Kessler's manufacturing and marketing procedures deserve a special look, since they are, in some respects, radically different from those followed in other segments of the fence industry. All Products Company occupies a 17-acre plot on the outskirts of the small Texas city of Mineral Wells, about 50 miles west of Dallas. The main building and offices is of tilt-up slab construction with a water covered roof providing approximately 60,000 square feet of offices and manufacturing facilities. A railroad spur and both inside and outside truck docks provide extremely convenient transportation.

Kessler's steel arrives in 6000-lb. coils, which are slit into three-inch width, cleaned, given a hot-dip galvanizing, then run through a chemical chromate paint bonding treatment, followed with an epoxy primer and, finally, given a baked enamel paint job. After being given a baked enamel finish in one of three colors, the three-inch spring steel is re-coiled into rolls of approximately 300-lbs. And it is at this stage that Kessler's process diverges radically from that followed by most other manufacturers.

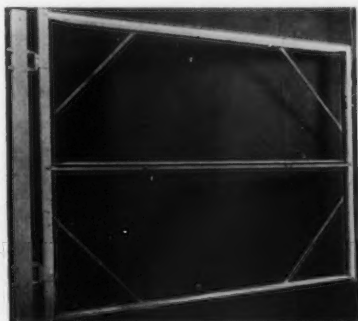
More—next page

FENCE INDUSTRY

# Panel-Vent—Continued

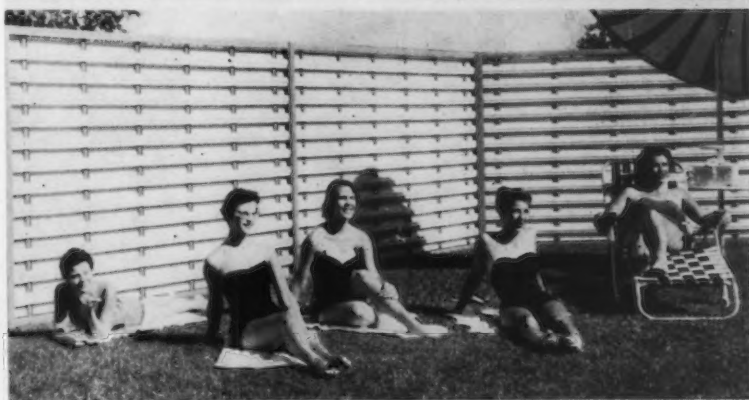
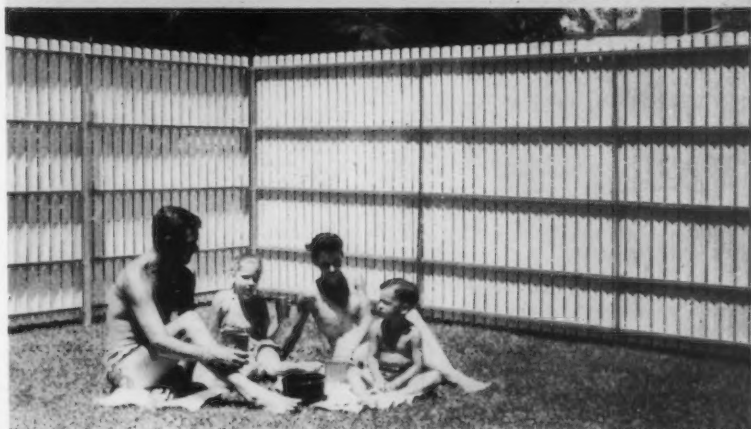
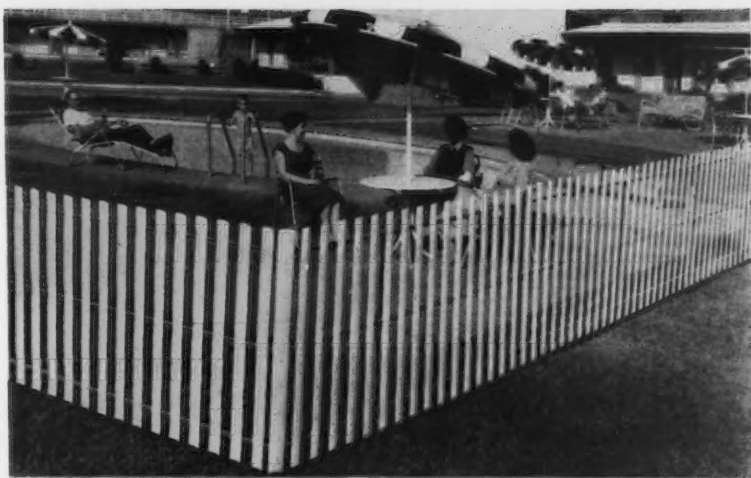
For these 300-lbs. rolls of already enameled stock are then run through an automatic cutting machine which can turn out a picket every three-seconds, and which can be automatically set to turn out any given number, as well as any given length.

This automatic cutting machine, developed by Kessler and manufactured in the plant at Mineral Wells, is the key to Kessler's marketing program. Costing around \$7200., these machines are leased to franchised manufacturers, who can then order stock rolls of already enameled spring steel fencing, which is not only economical to ship, but takes up little space, comparatively, to store. According to Charlie Turner, aggressive young sales manager for All Products Co., this method of marketing has the following advantages for the franchised manufacturer: 1. It is much cheaper to ship rolled stock 2. A smaller inventory can be carried because only that color and that size is cut which is needed 3. The manufacturer can make up the size, type and color fence he needs on the premises, thereby eliminating delays which often lose sales 4. The manufacturer does not have to pay-in-advance the cost of labor involved in cutting the pickets and panels 5. Since only already sold fence is cut there is no waste.



GATES AND HARDWARE are made and shipped from Mineral Wells to APC dealers. Franchised manufacturers cut their own pickets with machine firm developed.

Although they tested Panel-Vent in various markets for over a year, Turner points out that it was only in February of 1958 that a national sales campaign was begun. Yet, by the end of April, there were already half a dozen franchised manufacturers—mostly in the East and Midwest—as well as a number of dealers (who obtain their fence



"PANEL-VENT" vertical picket fence surrounding swimming pool (at top) shows inside construction (center). Fence comes in 24" to 70" heights with either 1/4" or 2 1/2" spaces between pickets. Bottom photo illustrates the inside construction of the horizontal privacy fence.

directly from Mineral Wells) handling Panel-Vent fence.

The 42" traditional picket type Panel-Vent fence is now retailing from \$1.95 to \$2.75, depending upon freight and labor costs. The extremely popular five-foot horizontal Panel-Vent runs from \$5.50 to \$6.50, and this particular type of fence has found a large market for commercial use, as well as for patio

screening, privacy yard fencing and swimming pool fencing.

All hardware is manufactured and finished in Mineral Wells and is normally a green baked enamel finish. A strong, tubular gate frame is also manufactured by All Products Co., with the franchised manufacturer providing the panels, or pickets.

Continued on page 34

For information Circle Buyers Service Card No. 39.



# RIGHT OR WRONG

## In Labor Relations

A roundup of day to day employee problems and how they were handled.  
Each incident is taken from a true-life grievance which went to arbitration.

### **Can Management Discipline An Employee Who Collects Fake Unemployment Compensation?**

#### **WHAT HAPPENED:**

In a survey conducted by the company, it discovered that one percent of its employees had, at one time or another, made false claims for unemployment insurance. The company posted a notice on the bulletin board that it would discipline any employee who was discovered collecting jobless benefits which he wasn't entitled to. The union took exception to this notice and filed a grievance which came to arbitration. The union argued:

1. When an employee makes a claim for unemployment compensation, he is not on the company's payroll, and therefore not subject to its rules.
2. If the employee has made a false claim it is up to the State to prosecute him, not the company. You cannot try a man twice for the same offense, in accordance with common law.



#### **THE COMPANY'S ANSWER WAS:**

1. When a man makes a false claim for unemployment insurance, he is cheating the company because management foots the entire bill for jobless benefits in most states.
2. Dishonesty affects the relationship between the employer and employee and the company has a right to make rules which penalize dishonest employees.

Was the Company:      **RIGHT** ☐      **WRONG** ☐

#### **What Arbitrator Harry H. Platt ruled:**

"A worker who is laid off is, in every sense of the word, still an employee of the company because he retains seniority and recall rights. If he makes a fraudulent claim for unemployment benefits, he is subject

to the company rules. The other argument that an employee cannot be held in double jeopardy does not hold water. When an employer discharges an employee for dishonesty or theft, does that stop the State from prosecuting him? It does not. And by the same token, if a state agency presses charges against a worker for making false unemployment claims, the company is not prohibited from exercising its right to penalize dishonest workers. The grievance is denied."

### **Can A Female Worker Be Disciplined For Refusing To Wear Slacks At Work?**

#### **WHAT HAPPENED:**

Patsy Hunter worked in the packing department, but occasionally she was assigned to operate a press. One morning, foreman Burke told Patsy that she must come to work in jeans instead of a dress. The next morning Patsy appeared wearing a blouse and skirt. The foreman repeated his order, and told her that if she didn't obey, she would be properly disciplined.

Patsy went to the plant superintendent. He told her she didn't have to wear slacks because most of her work was packing and did not involve machine operations. When the foreman learned of Patsy's action in going over his head, he stormed into the superintendent's office and demanded "what gives!" The plant manager realizing that he had used bad judgement, called Patsy back and told her she must wear slacks. Patsy came to work the next day sporting a dress. She was promptly given a 5-day layoff.



Patsy didn't like this, and filed a grievance which went to arbitration. She protested against the penalty as follows:

**Continued on Page 11**



1. I am being discriminated against. While most girls who work on a machine wear jeans, some of them don't. There is no firm policy.
2. The plant superintendent said I could wear a dress, but changed his mind. Management itself can't agree on what is right or wrong.
3. There is no safety hazard in my wearing a dress.

#### The company came back:

1. While we did not enforce the "jeans rule" uniformly, there is no reason why we cannot exercise our rights to do so.
2. Patsy received two warnings, and that's enough.
3. We agree that no safety rule was involved, but we have a right to establish clothing regulations. Patsy's dresses were in bad taste, as her job required much stooping and bending.

Was Patsy:

RIGHT ☐

WRONG ☐

#### What Arbitrator Pearce Davis ruled:

"The company's presentations in this case make it clear that there was a second reason for foreman Burke's demand that the grievant wear jeans. This second reason may well have been the *major* motive. The grievant was required to wear jeans for reasons of 'decorum, appropriate dress, ethics.' Perhaps even 'morals' should be added to this list. The Arbitrator observes that the company has every right to require all female employees to wear jeans for these reasons, if it so desires. And the company's stand in this respect would have been upheld by the Arbitrator if (1) such requirement had been communicated to the employees prior to attempts to enforce the regulation, and (2) if such requirement had been *uniformly applied* to female employees in circumstances similar to those of the grievant. However, these conditions were not fulfilled in this case. The company shall reimburse Patsy Hunter for compensation lost through the disciplinary layoff."

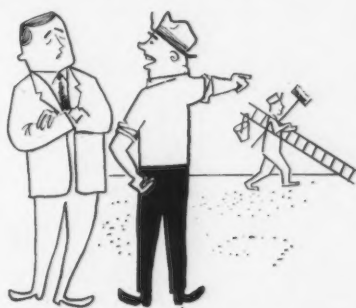
#### Must Management Give A Reason When It Decides Not To Promote A Senior Man To A Vacant Job?

##### WHAT HAPPENED:

The company had the following clause in its contract: "In case of promotion, seniority shall prevail at all times where efficiency and capability are equal." This is a common provision in collective bargaining agreements.

In this case, the company got into a hassle with the union over the question of who is to decide an employee's "efficiency and capability" for promotion purposes. The issue arose when Jim Rogers, a senior employee was passed over for promotion, and management refused to give supporting data for its decision. It took the position that management alone has the authority to decide who is to be promoted, and there is nothing in the labor pact to require it to tell why. The company argued further that the employee has plenty of protection in the grievance machinery. If he is unhappy about management's decision he can

take it up as a grievance, and then the company would be under obligation to defend its action.



The company maintained that a business is not a debating society, and management must be free to transfer and promote for the good of the enterprise.

The union saw it another way. It maintained that under the clause which the company signed, seniority was the prevailing factor in promotions. Unless the company showed ample proof from the employee's past records that he cannot handle the new job adequately, he is entitled to the position he bid for. Therefore, if a company feels that the senior man is not up to the new job, it is obligated, before the grievance machinery is invoked, to justify its position so that the man who was by-passed can know why.

Was the Union:

RIGHT ☐

WRONG ☐

#### What Arbitrator Charles H. Logan ruled:

"When a company becomes party to a labor agreement, two things happen: the company gives up the right to exercise final judgment in certain matters, and the company takes on the union as a partner in the discussion and treatment of matters affecting the welfare of the employees and the business. Company and union now has a dual responsibility one to the other. Theirs is the duty of cooperation to the best of their abilities in the construction and maintenance of a progressive program for industrial peace and mutual beneficial performance. It would also seem to be plain common sense that if either party had in mind any action which might cause resentment, they must sit down and go over the matter in an attempt to prove the soundness of the thinking—and at the same time submit himself with an open mind to conviction as to its soundness and lack of merit. I decide that the company is required to give reasons for its actions, before the grievance procedure is invoked, when it wants to promote a junior man.

#### Can A Worker Refuse An Assignment If He Sincerely Feels It Is Outside Of His Classification?

##### WHAT HAPPENED:

When toolroom foreman Williams asked Harry Benet to clean up a broach so that the toolmakers could work on it, the worker balked. "I've never done this kind of work, and I feel that you shouldn't ask me to work out of classification."

Continued next Page

# RIGHT OR WRONG

## In Labor Relations

A roundup of day to day employee problems and how they were handled.  
Each incident is taken from a true-life grievance which went to arbitration.

### **Can Management Discipline An Employee Who Collects Fake Unemployment Compensation?**

#### **WHAT HAPPENED:**

In a survey conducted by the company, it discovered that one percent of its employees had, at one time or another, made false claims for unemployment insurance. The company posted a notice on the bulletin board that it would discipline any employee who was discovered collecting jobless benefits which he wasn't entitled to. The union took exception to this notice and filed a grievance which came to arbitration. The union argued:

1. When an employee makes a claim for unemployment compensation, he is not on the company's payroll, and therefore not subject to its rules.
2. If the employee has made a false claim it is up to the State to prosecute him, not the company. You cannot try a man twice for the same offense, in accordance with common law.



#### **THE COMPANY'S ANSWER WAS:**

1. When a man makes a false claim for unemployment insurance, he is cheating the company because management foots the entire bill for jobless benefits in most states.
2. Dishonesty affects the relationship between the employer and employee and the company has a right to make rules which penalize dishonest employees.

Was the Company:      **RIGHT** ☐      **WRONG** ☐

#### **What Arbitrator Harry H. Platt ruled:**

"A worker who is laid off is, in every sense of the word, still an employee of the company because he retains seniority and recall rights. If he makes a fraudulent claim for unemployment benefits, he is subject

to the company rules. The other argument that an employee cannot be held in double jeopardy does not hold water. When an employer discharges an employee for dishonesty or theft, does that stop the State from prosecuting him? It does not. And by the same token, if a state agency presses charges against a worker for making false unemployment claims, the company is not prohibited from exercising its right to penalize dishonest workers. The grievance is denied."

### **Can A Female Worker Be Disciplined For Refusing To Wear Slacks At Work?**

#### **WHAT HAPPENED:**

Patsy Hunter worked in the packing department, but occasionally she was assigned to operate a press. One morning, foreman Burke told Patsy that she must come to work in jeans instead of a dress. The next morning Patsy appeared wearing a blouse and skirt. The foreman repeated his order, and told her that if she didn't obey, she would be properly disciplined.

Patsy went to the plant superintendent. He told her she didn't have to wear slacks because most of her work was packing and did not involve machine operations. When the foreman learned of Patsy's action in going over his head, he stormed into the superintendent's office and demanded "what gives!" The plant manager realizing that he had used bad judgement, called Patsy back and told her she must wear slacks. Patsy came to work the next day sporting a dress. She was promptly given a 5-day layoff.



Patsy didn't like this, and filed a grievance which went to arbitration. She protested against the penalty as follows:

**Continued on Page 11**

1. I am being discriminated against. While most girls who work on a machine wear jeans, some of them don't. There is no firm policy.
2. The plant superintendent said I could wear a dress, but changed his mind. Management itself can't agree on what is right or wrong.
3. There is no safety hazard in my wearing a dress.

#### The company came back:

1. While we did not enforce the "jeans rule" uniformly, there is no reason why we cannot exercise our rights to do so.
2. Patsy received two warnings, and that's enough.
3. We agree that no safety rule was involved, but we have a right to establish clothing regulations. Patsy's dresses were in bad taste, as her job required much stooping and bending.

Was Patsy:

RIGHT ☐

WRONG ☐

#### What Arbitrator Pearce Davis ruled:

"The company's presentations in this case make it clear that there was a second reason for foreman Burke's demand that the grievant wear jeans. This second reason may well have been the *major* motive. The grievant was required to wear jeans for reasons of 'decorum, appropriate dress, ethics.' Perhaps even 'morals' should be added to this list. The Arbitrator observes that the company has every right to require all female employees to wear jeans for these reasons, if it so desires. And the company's stand in this respect would have been upheld by the Arbitrator if (1) such requirement had been communicated to the employees prior to attempts to enforce the regulation, and (2) if such requirement had been *uniformly applied* to female employees in circumstances similar to those of the grievant. However, these conditions were not fulfilled in this case. The company shall reimburse Patsy Hunter for compensation lost through the disciplinary layoff."

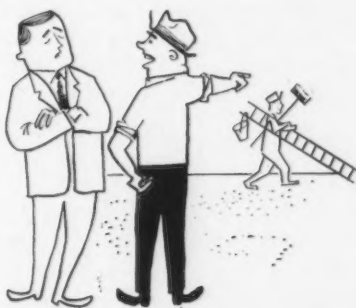
#### Must Management Give A Reason When It Decides Not To Promote A Senior Man To A Vacant Job?

##### WHAT HAPPENED:

The company had the following clause in its contract: "In case of promotion, seniority shall prevail at all times where efficiency and capability are equal." This is a common provision in collective bargaining agreements.

In this case, the company got into a hassle with the union over the question of who is to decide an employee's "efficiency and capability" for promotion purposes. The issue arose when Jim Rogers, a senior employee was passed over for promotion, and management refused to give supporting data for its decision. It took the position that management alone has the authority to decide who is to be promoted, and there is nothing in the labor pact to require it to tell why. The company argued further that the employee has plenty of protection in the grievance machinery. If he is unhappy about management's decision he can

take it up as a grievance, and then the company would be under obligation to defend its action.



The company maintained that a business is not a debating society, and management must be free to transfer and promote for the good of the enterprise.

The union saw it another way. It maintained that under the clause which the company signed, seniority was the prevailing factor in promotions. Unless the company showed ample proof from the employee's past records that he cannot handle the new job adequately, he is entitled to the position he bid for. Therefore, if a company feels that the senior man is NOT up to the new job, it is obligated, before the grievance machinery is invoked, to justify its position so that the man who was by-passed can know why.

Was the Union:

RIGHT ☐

WRONG ☐

#### What Arbitrator Charles H. Logan ruled:

"When a company becomes party to a labor agreement, two things happen: the company gives up the right to exercise final judgment in certain matters, and the company takes on the union as a partner in the discussion and treatment of matters affecting the welfare of the employees and the business. Company and union now has a dual responsibility one to the other. Theirs is the duty of cooperation to the best of their abilities in the construction and maintenance of a progressive program for industrial peace and mutual beneficial performance. It would also seem to be plain common sense that if either party had in mind any action which might cause resentment, they must sit down and go over the matter in an attempt to prove the soundness of the thinking—and at the same time submit himself with an open mind to conviction as to its soundness and lack of merit. I decide that the company is required to give reasons for its actions, before the grievance procedure is invoked, when it wants to promote a junior man.

#### Can A Worker Refuse An Assignment If He Sincerely Feels It Is Outside Of His Classification?

##### WHAT HAPPENED:

When toolroom foreman Williams asked Harry Benet to clean up a broach so that the toolmakers could work on it, the worker balked. "I've never done this kind of work, and I feel that you shouldn't ask me to work out of classification."

Continued next Page

Continued from preceding page

"That's right, Harry," the foreman replied. "You never did it before, but this work is not too much out of line with what you've been doing. I don't have a man around to do this, so I'm asking you."

"I think I better see my committeeman before I do anything like this," was Harry's answer.



"I need this job done right away," the foreman countered, becoming a little peeved. "See him later if you still feel I don't know my business."

"No," insisted Harry. "I'm not going to do a stitch of work until I get my rights cleared up."

Harry was laid off for the rest of the day. When the case came to arbitration, he told the arbitrator:

1. I know that a foreman's order must be obeyed, but not when he asks me to work out of classification.
2. I didn't disobey—I just wanted to get more information from my committeeman. That's not insubordination.

Foreman Williams had his say, too:

1. I've been around for 20 years and I know whether the assignment I gave is right or wrong. The assignment was not far out of classification.
2. Besides, even if I were wrong, Harry should have obeyed and grieved later. We lost two hours of production because he stalled.
3. I've got a quota to meet and a budget to go by. I can't waste time arguing every time someone doesn't like what I'm doing.

**Was the Foreman:** RIGHT ☐ WRONG ☐

#### What Arbitrator Ronald W. Haughton ruled:

"The underlying issue in this case is whether or not an employee must accept an assignment from his foreman even though he sincerely believes it is outside his classification. Unless it is detrimental to his health or safety, he must accept it. Another modification would be when a skilled craftsman is assigned a work *wholly* different and unrelated to his classification. Except in these circumstances, assignments which allegedly violates classification lines should be accepted, and protests filed through the grievance procedure. The matter can then be resolved by an orderly process, and not by the employee's taking matters into his own hands by refusing to follow instructions. There was no claim that the protested assignment was detrimental to health or safety. It was generally within the skill level of the work required by his classification. The grievance is denied."

## Can You Discipline A Worker For Calling His Foreman "A Scab"?

### WHAT HAPPENED:

It was the end of a bitter 72-day strike. The workers returned and there was still considerable tension between the workers and management. Lou Gerr, an employee with considerable seniority, came back to his job under foreman Al Gonzales. They had known each other for years, and had worked in the same department for a long time. Gonzales greeted the worker, and the reply he got was, "Hello there, Al. Where have you been during the strike, scabbing?"



Gonzales testified later, "I had a mind to sock him. Then I caught myself because he had glasses on and it was on company premises. So I cooled off and gave him a 2-day disciplinary layoff for abusive language to management." The employee took his layoff to arbitration, claiming that he made the remark as a joke, and should not have been taken seriously. The company answered that, in view of the tense situation, such jokes were not funny and should be punished.

**Was the Company:** RIGHT ☐ WRONG ☐

#### What Arbitrator Clarence M. Updegraff ruled:

"There is a considerable proportion of the population of the world who attempt to be jocular in ways involving stupidity and bad taste. Some have no 'sense of humor'. Some aggravate others by 'clowning' too much. It is true that there are numerous instances where application of offensive words by one employee to another have been held to justify disciplinary action. In the present case, however, the grievance-claimant did not directly apply to Foreman Gonzales any offensive epithet. He did ask a jocular question in a crude and offending manner, but in view of the many years of acquaintance between the parties, and the habit of workers to indulge in moments of crude good humor, this arbitrator does not perceive that this should have been made the subject of disciplinary action. The disciplinary action in this case was without proper cause."

"Right or Wrong" is based on actual case histories. It presents basic labor problems of American industry. Citations are available on all case histories appearing in FENCE INDUSTRY.





Illustrated on this page are "Speed-Rail" slip-on fittings. A product of the Hollaender Manufacturing Company of Cincinnati, Ohio. Modern, functional design is noted here.

Fittings, specially designed to slip on the pipe and to provide a quick and inexpensive method of pipe fitting, are locked securely with hardened point set screws.

## SLIP-ON FITTINGS *with modern design*

**I**magination "make the big difference," is the keynote of the Hollaender Manufacturing Company, 3841 Spring Grove Avenue, Cincinnati, Ohio manufacturers of "Speed-Rail" and "Nu-Rail" slip-on fittings. Their applicable imagination is reflected in a product which has strong eye and sales appeal. Altho "Speed-Rail" fittings lend themselves to practically any type of railing or fence installation, Hollaender is ready, at a moments notice, to set their designers at work producing, a "Speed-Rail" fitting for an application which never occurred to them. As a result, their products have wide acceptance.

Eliminating threading or welding, these fittings are a complete departure from the conventional. Especially designed to slip on pipe and to provide a quick and easy and inexpensive method of pipe fitting. Plus, eliminating concern for thread tolerances, whether right or left-hand. Pipe is merely cut to the desired length, slipped into the fitting and permanently tightened by means of hardened-point, self locking screws.

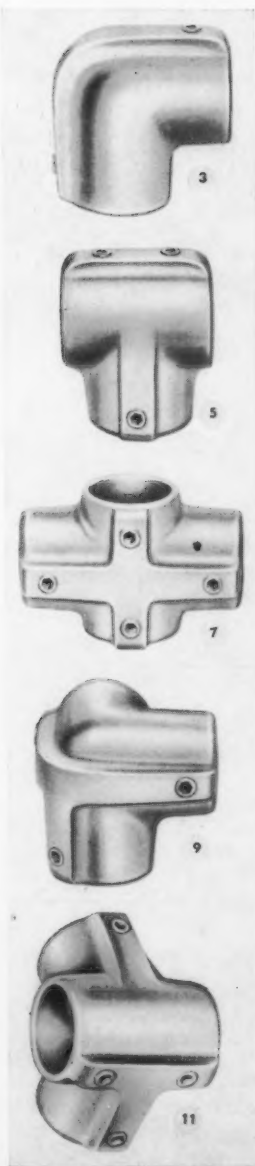
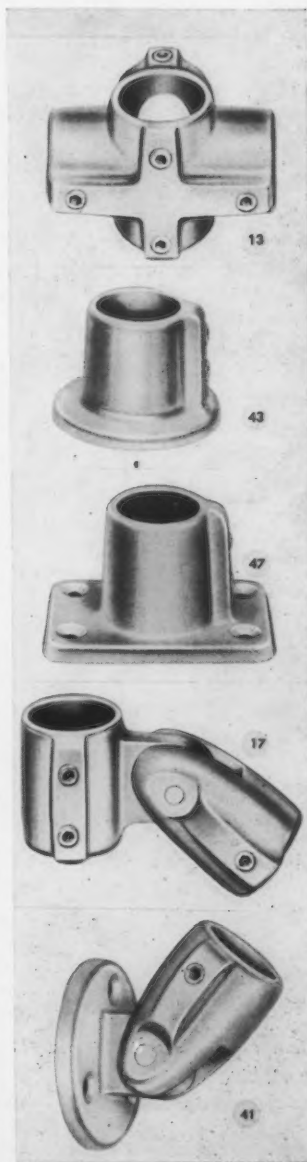
Made of high-tensile aluminum, greater strength is added when top-rails and posts pass through the fittings in continuous lengths. Hollaender claims their product compares favorably in strength to malleable iron at one-third the weight. Finished semibright, permanent resistance to corrosion does away with protective coatings.

Gauged to fit standard I.P.S. pipe in sizes from  $\frac{3}{4}$ " to  $1\frac{1}{2}$ ", with sufficient clearance to make "Speed-Rail" fittings adaptable to black and galvanized steel or aluminum pipe. When heavier pipe structures are required, "Nu-Rail" fittings for pipe up to 2" in diameter can be used. In either case, the strength of the fittings will far exceed the strength requirement of the pipe itself.

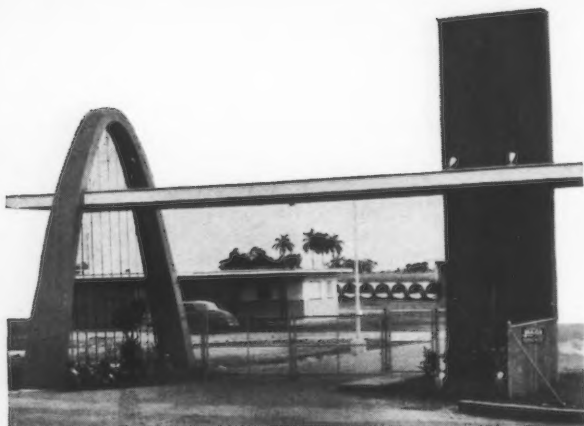
A highlight of the No. 43 round base flange is that it requires only one bolt, concealed in the base of the flange to securely fasten to wood or concrete.

It appears apparent that this product which eliminates welding, threading, grinding and substantial pipe cutting, offers great savings on labor costs. "Not only that. There is no fitting on the market with a wider variety of applications," according to The Hollaender Manufacturing Company of Cincinnati.

Numerals appearing next to fittings are from the manufacturer's catalog, as follows: 3—Elbow. 5—Tee. 7—Cross. 9—Side Outlet Elbow. 11—Side Outlet Tee. 13—Side Outlet Cross. 43—Round Base Flange. 47—Rectangular Base Flange. 17—Adjustable Tee. 41—Adjustable Flange.



Or Circle Buyers Service Card #36



Main entrance to the Cuenca Sur Aqueduct of Havana, Cuba. Wire fencing; products of the Page Steel & Wire Division.

The resistance to atmospheric corrosion and heat oxidation afforded by aluminum has been known for many years and has served as the incentive for the development of commercial processes for the application of protective aluminum coatings on iron and steel. A practicable commercial process for the coating of sheet and strip has been developed within the past several years. Also, batch processes have been developed for coating irregularly shaped articles such as castings, forgings, stampings, etc., of ferrous metals and alloys. More recently, attention has been centered on the development of practical processes for the continuous hot-dip application of aluminum to iron and steel wire.

Some hot-dip aluminum coating processes utilize either controlled gaseous atmospheres to protect the cleaned metal surface from oxidation until the article is immersed in the molten aluminum bath; others utilize the strong fluxing action of molten salts either as separate baths or as layers of molten flux underneath or over the molten aluminum.

The Page Steel and Wire Division, American Chain & Cable Company, Inc., has developed, and has patents on, a continuous hot-dip aluminum coating process for iron and steel wire based on the fluxing action of complex salt compounds applied to the wire surface from a hot aqueous solution.

The ACCO aluminizing process, which is practicable from a production standpoint as well as economical in cost, consists of the following:

1. Preheating.
2. Cleaning and pickling in hot acid solutions.
3. Rinsing in hot water.
4. Application of flux by immersion of wire in a hot aqueous salt solution.
5. Immersion in molten aluminum bath, the wire being withdrawn vertically to assure the uniformity of the applied aluminum coating.

#### Pretreatment

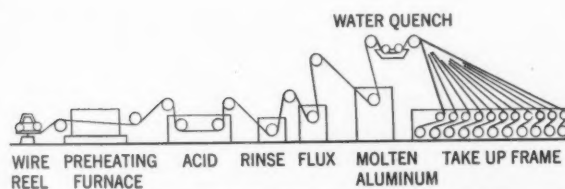
Wire surface cleanliness is of paramount importance in the application of continuous hot-dipped aluminum coatings. Residual films of drawing lubricant on the surface of hard drawn wire are insoluble or only slightly soluble in commercial degreasing solutions and vapors as well as cleaning and acid pickling solutions.

# "ACCO"

## ALUMINIZING PROCESS

For Iron and Steel Wire

by Bernard S. Westerman



### SCHEMATIC LAYOUT OF ALUMINUM COATING UNIT

Heat imparted to the wire during this pretreatment accelerates subsequent cleaning and pickling in acid solutions. Pretreating temperatures are based on the wire size, speed of travel, length of furnace, etc. It is necessary also to adjust the furnace so as to avoid adverse effects on the physical properties of the wire so treated.

#### Cleaning and Pickling in Acid Solutions

Immersion of the preheated wire in acid cleaning and pickling solutions permits the rapid removal of all oxidized surface contaminants including the remnants of lime if utilized for drawing. Surface soil, if permitted to remain on the wire, imposes a barrier to the intimate contact of the molten aluminum with the wire surface, thus preventing the application of continuous coating. Best results have been obtained with hot hydrochloric acid solutions, the temperature and concentration of which must be suited to the wire size, speed of travel, length of acid pickling tanks, nature of the wire surface, etc.

#### Hot Water Rinsing

Following acid cleaning and pickling, the wire is rinsed very thoroughly in hot water to assure the removal of iron salts and such adhering dirt as may be carried on the surface of the wire.

#### Fluxing

The flux utilized in the ACCO aluminizing process is a hot aqueous solution of zirconium or titanium fluorides or complex zirconium or titanium fluoride compounds with an alkali metal such as sodium or potassium. The temperature and concentration of the flux solution may be varied to suit the diameter and speed of the wire. It is desirable to maintain the temperature of the flux bath high enough to dry the flux on the wire as it passes through air after leaving

Continued from preceding page

the flux bath. It is necessary that the flux coating on the wire be quite dry before the wire enters the bath of molten aluminum to avoid serious agitation of the aluminum at the point of entry with accompanying accelerated formation of aluminum oxide skimmings. Provision is made for the application of flux in a uniform film on the wire.

### Hot-Dip Application of Coating

The fluxed wire enters the molten aluminum bath, passes under a suitable sinker, and leaves the bath vertically to assure uniformity of coating. The time during which the wire remains immersed in the molten aluminum, which is regulated by the immersion length and the speed of travel, affects the thickness of the aluminum-iron alloy layer formed. The wire size and speed of travel affects significantly the total thickness or weight of the applied coating.

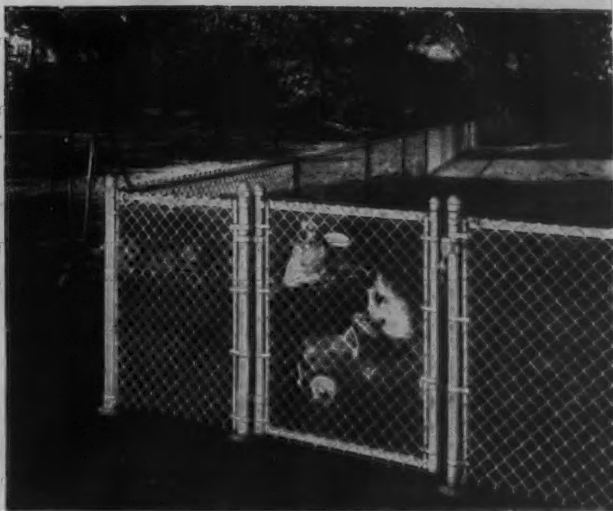
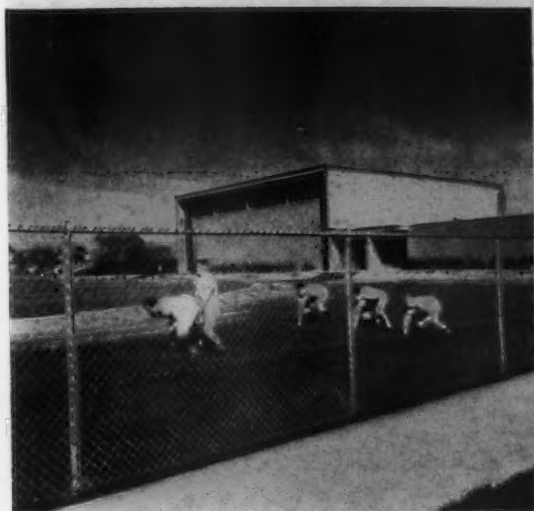
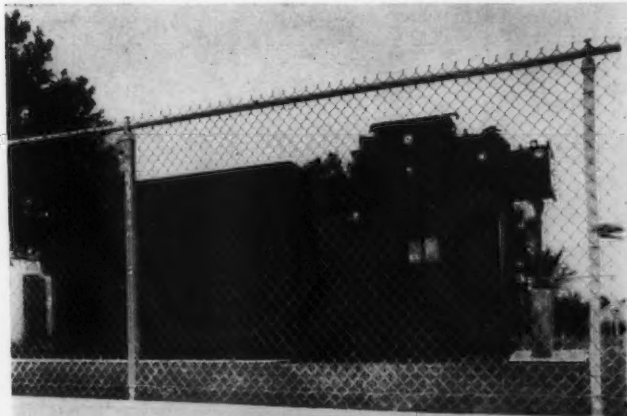
The molten metal is contained in a low frequency electric induction furnace. Relatively high purity alumina brick is the refractory used for the furnace lining. Advantages accruing from this type of furnace include the long refractory life as compared to the relatively short service life of externally heated or fired metal

pan, uniformity of temperature throughout the bath by reason of the circulation of the molten metal through the inductor channels, the absence of dross sediment on the bottom of the furnace, close temperature control, etc. The necessity for the daily cleaning of the inductor channels to remove aluminum oxide as well as the periodic shutdown and partial draining of the molten metal below the throat to permit the removal of aluminum oxide from the horizontal channel connecting the inductor channels provide the major adverse characteristics of this type of furnace.

Commercially pure aluminum or aluminum to which alloys have been added may be used. A molten bath of commercially pure aluminum may be maintained at a temperature of 1250 to 1400°F. for the application of satisfactory coatings; the addition of some alloys permits a reduction in the operating temperature consistent with the amount added.

### Coating Ductility and Adherence

These characteristics provide the most troublesome problems in the production of most commercially acceptable hot-dipped metal coatings on iron and steel wire. Ductility is appraised by the ability of the coating to withstand elongation without cracking; adher-



Four attractive installations with Page Steel & Wire Division products. (Top Left) Power transformer fenced in OTR style.

(Top right) Golf course fenced in 3TR style (top rail and barbed wire). (Lower left) Football field and school building using Page OTR style. (Lower right) Residential style fence with gate.



ence is the ability of the coating to withstand bending, wrapping, and other forming operations without peeling or flaking.

Important factors controlling the ductility and adherence of aluminum coatings on iron and steel wire are as follows:

1. Thickness and hardness of the alloy layer as a result of the chemistry of the molten bath and wire as well as the immersion time in the molten bath.
2. Chemistry of the molten bath as related to the applied coating.
3. Coating weight and thickness, smoothness or regularity, all being a function of speed of wire travel in continuous coating operations.
4. Wire size.
5. Grain size and structure of the coating at room temperature.

Hot-dipped aluminum coatings applied to iron and steel wire are duplex in nature consisting of an alloy layer resulting from a diffusion process and an outermost layer having a chemical composition similar to that of the bath; the latter layer is characterized by a cast structure. The alloy layer is hard and brittle; these conditions in combination with alloy layer thickness exert a controlling influence on coating ductility and adherence. To improve these properties, the thickness and hardness of the alloy layer, which is responsible for brittleness, must be reduced. Alloy layer thickness can be reduced to some degree by decreasing the immersion time of the wire in the bath and by reducing the bath temperature; alloy layer hardness may only be reduced by the addition of alloying elements to the bath. Investigators have shown that silicon and beryllium are the most effective additives in reducing the hardness and inhibiting the formation of alloy layer. The toxicity of beryllium introduces serious problems in connection with its use. In continuous wire coating operations, major improvement in ductility and adherence of the coating is evident with silicon additions up to about 2.5%. Above this amount, no further significant benefits are evident.

Coating weight or thickness, smoothness or regularity, are controlled by the speed of travel of the wire during the continuous application of the coating. As the speed of travel increases, the weight of applied coating also increases and the coating becomes more irregular in thickness. At high speeds, the coating is characterized by variations in thickness which are probably caused by the flow characteristics of a relatively large volume of applied molten aluminum as well as vibration in the system. The heavier or thicker coatings, characterized by irregularity, show a greater tendency toward cracking and peeling than do the thinner smoother coatings.

While control of coating ductility and adherence is exercised by the reduction of the hardness and thickness of the alloy layer, for optimum coating characteristics the outermost layer should consist of a fine-grained matrix of aluminum or aluminum alloy, similar in composition to the molten bath, with the aluminum-silicon-iron or aluminum-iron compound well distributed as fine particles.



A WIRE DRAWER at the Monessen, Pa. plant of American Chain & Cable Company regulates the drawing of aluminum coated steel wire onto spools

The size of the wire also exerts an influence on coating characteristics. For a given speed of wire travel, the larger the wire size the heavier or thicker and the more irregular may be the applied aluminum coating. In general, heavy or thick and relatively irregular aluminum coatings on the larger sizes of wire show a tendency toward brittleness.

Hot-dipped aluminum coatings applied by the ACCO aluminizing process are appraised for ductility and adherence by means of the Wrap Test in which the wire is wrapped around a mandrel whose diameter is multiples of that of the coated wire. The coating technology is adjusted so that insofar as possible all coatings will pass the One Diameter Wrap Test. However, under most conditions, the applied aluminum coating will meet wrap test requirements applicable to equivalent thicknesses of hot-dipped zinc.

Satisfactory hot-dipped aluminum coatings may be applied to wire of various sizes so as to comply with the requirements of Class A zinc coatings specified by the American Society for Testing Materials. This comparison is made on the basis of equivalent thicknesses of zinc and aluminum coatings rather than equivalent weights of coating by reason of the fact that aluminum is lower in specific gravity than zinc. Aluminum coatings equivalent in thickness to coatings of zinc of about 1.25 to 1.5 ounces per square foot of uncoated wire surface have been successfully applied to sizes of wire .135" and larger, the coating being characterized by satisfactory ductility and adherence.

In general, the coating and properties of wire for standard galvanized products such as strand, chain link fabric, some grades of telephone and telegraph wire, most manufacturers' wires, and special products may be duplicated with aluminum-coated wire. In this connection, comparison of aluminum versus zinc coatings is made on the basis of equivalent coating thickness rather than equivalent weight. Most drawn galvanized wire and wire products may be duplicated with drawn aluminum-coated products.

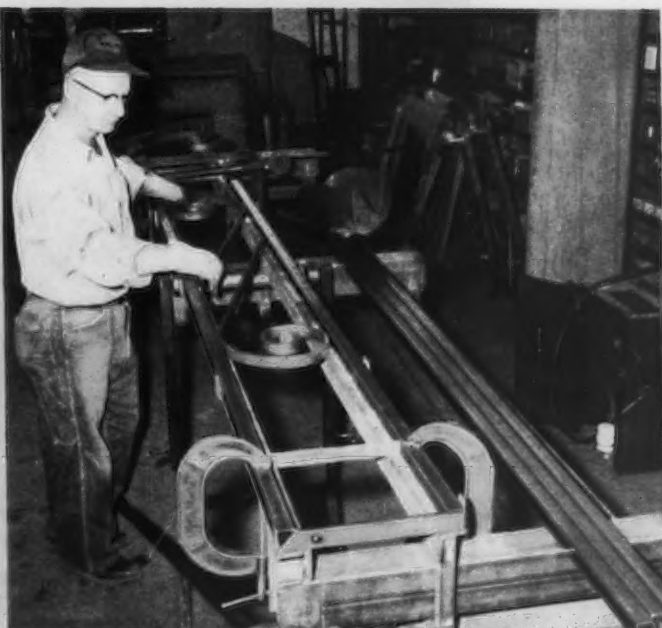
Continued on Page 35



A skilled workman shows FI's reporter how he does it. The jig speeds up production and makes for accuracy.



We have outlined the high ornamental gate to show how it breaks up the monotone and adds a distinctive air to the entrance.



**A** *Thing of Beauty Is A Joy Forever*, may well be applied to the ornamental iron fences, gates, railings, arches and even the mail boxes, designed and manufactured by Metal Crafters division of Castone Products Company. Their modern and completely equipped plant is located at "E" Avenue and 18th Northeast, in Cedar Rapids, Iowa.

Originating as a concrete products business in 1923, that part of the company was disposed of after the firm entered actively into the ornamental iron field. George T. Wilhelm, founder of the company is president and M. C. Kendall is vice president. These gentlemen, who make most of the decisions for Metal Crafters' have a very firm policy as to customer relations, and that is, "Do not ship anything to a customer that you wouldn't want to receive yourself." As a result, the firm is highly successful and well respected.

Its tailor-made items are Metal Crafters' chief interest. These are

## Metal-Crafters in Iowa

by Jean Lyon, B.A., M.A.

pieces made to last for a lifetime or longer and with design not usually found in stock products. This "better type of product cannot be mass produced and thus cheapened," they say, "and further, it requires skilled workmanship to produce custom made ornamental iron. Men with years of background and experience in this field."

With exact measurements in mind and with personally selected patterns of design, individual needs are met. There is no cutting, trimming and fitting, with bolting only for installation. "In other words, inconvenient monkey-business to

the customer is cut to the minimum. One need not become or be a mechanic to install Master Craft' ornamental iron."

Methods employed by the firm includes hand forging and hot banding. Railings are produced in mass quantities and five stock patterns are available in three sizes at competitive prices. Ornamental iron fence is given a black priming coat prior to shipment. Metal Crafter's catalogue illustrates their products in actual use photographically, and specification drawings are presented in a manner which even the layman will understand.



Metal-Crafters' modern and completely equipped ornamental iron shop. SEE PAGE 18

ence is the ability of the coating to withstand bending, wrapping, and other forming operations without peeling or flaking.

Important factors controlling the ductility and adherence of aluminum coatings on iron and steel wire are as follows:

1. Thickness and hardness of the alloy layer as a result of the chemistry of the molten bath and wire as well as the immersion time in the molten bath.
2. Chemistry of the molten bath as related to the applied coating.
3. Coating weight and thickness, smoothness or regularity, all being a function of speed of wire travel in continuous coating operations.
4. Wire size.
5. Grain size and structure of the coating at room temperature.

Hot-dipped aluminum coatings applied to iron and steel wire are duplex in nature consisting of an alloy layer resulting from a diffusion process and an outermost layer having a chemical composition similar to that of the bath; the latter layer is characterized by a cast structure. The alloy layer is hard and brittle; these conditions in combination with alloy layer thickness exert a controlling influence on coating ductility and adherence. To improve these properties, the thickness and hardness of the alloy layer, which is responsible for brittleness, must be reduced. Alloy layer thickness can be reduced to some degree by decreasing the immersion time of the wire in the bath and by reducing the bath temperature; alloy layer hardness may only be reduced by the addition of alloying elements to the bath. Investigators have shown that silicon and beryllium are the most effective additives in reducing the hardness and inhibiting the formation of alloy layer. The toxicity of beryllium introduces serious problems in connection with its use. In continuous wire coating operations, major improvement in ductility and adherence of the coating is evident with silicon additions up to about 2.5%. Above this amount, no further significant benefits are evident.

Coating weight or thickness, smoothness or regularity, are controlled by the speed of travel of the wire during the continuous application of the coating. As the speed of travel increases, the weight of applied coating also increases and the coating becomes more irregular in thickness. At high speeds, the coating is characterized by variations in thickness which are probably caused by the flow characteristics of a relatively large volume of applied molten aluminum as well as vibration in the system. The heavier or thicker coatings, characterized by irregularity, show a greater tendency toward cracking and peeling than do the thinner smoother coatings.

While control of coating ductility and adherence is exercised by the reduction of the hardness and thickness of the alloy layer, for optimum coating characteristics the outermost layer should consist of a fine-grained matrix of aluminum or aluminum alloy, similar in composition to the molten bath, with the aluminum-silicon-iron or aluminum-iron compound well distributed as fine particles.



A WIRE DRAWER at the Monessen, Pa. plant of American Chain & Cable Company regulates the drawing of aluminum coated steel wire onto spools

The size of the wire also exerts an influence on coating characteristics. For a given speed of wire travel, the larger the wire size the heavier or thicker and the more irregular may be the applied aluminum coating. In general, heavy or thick and relatively irregular aluminum coatings on the larger sizes of wire show a tendency toward brittleness.

Hot-dipped aluminum coatings applied by the ACCO aluminizing process are appraised for ductility and adherence by means of the Wrap Test in which the wire is wrapped around a mandrel whose diameter is multiples of that of the coated wire. The coating technology is adjusted so that insofar as possible all coatings will pass the One Diameter Wrap Test. However, under most conditions, the applied aluminum coating will meet wrap test requirements applicable to equivalent thicknesses of hot-dipped zinc.

Satisfactory hot-dipped aluminum coatings may be applied to wire of various sizes so as to comply with the requirements of Class A zinc coatings specified by the American Society for Testing Materials. This comparison is made on the basis of equivalent thicknesses of zinc and aluminum coatings rather than equivalent weights of coating by reason of the fact that aluminum is lower in specific gravity than zinc. Aluminum coatings equivalent in thickness to coatings of zinc of about 1.25 to 1.5 ounces per square foot of uncoated wire surface have been successfully applied to sizes of wire .135" and larger, the coating being characterized by satisfactory ductility and adherence.

In general, the coating and properties of wire for standard galvanized products such as strand, chain link fabric, some grades of telephone and telegraph wire, most manufacturers' wires, and special products may be duplicated with aluminum-coated wire. In this connection, comparison of aluminum versus zinc coatings is made on the basis of equivalent coating thickness rather than equivalent weight. Most drawn galvanized wire and wire products may be duplicated with drawn aluminum-coated products.

Continued on Page 35

A skilled workman shows FI's reporter how he does it. The jig speeds up production and makes for accuracy.



We have outlined the high ornamental gate to show how it breaks up the monotone and adds a distinctive air to the entrance.



**A** *Thing of Beauty Is A Joy Forever*, may well be applied to the ornamental iron fences, gates, railings, arches and even the mail boxes, designed and manufactured by Metal Crafters division of Castone Products Company. Their modern and completely equipped plant is located at "E" Avenue and 18th Northeast, in Cedar Rapids, Iowa.

Originating as a concrete products business in 1923, that part of the company was disposed of after the firm entered actively into the ornamental iron field. George T. Wilhelm, founder of the company is president and M. C. Kendall is vice president. These gentlemen, who make most of the decisions for Metal Crafters' have a very firm policy as to customer relations, and that is, "Do not ship anything to a customer that you wouldn't want to receive yourself." As a result, the firm is highly successful and well respected.

Its tailor-made items are Metal Crafters' chief interest. These are

## Metal-Crafters in Iowa

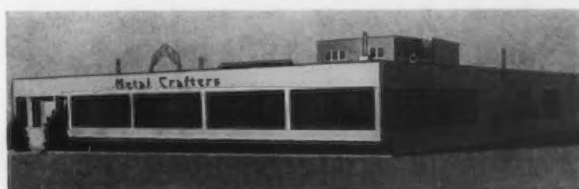
by Jean Lyon, B.A.,-M.A.

pieces made to last for a lifetime or longer and with design not usually found in stock products. This "better type of product cannot be mass produced and thus cheapened," they say, "and further, it requires skilled workmanship to produce custom made ornamental iron. Men with years of background and experience in this field."

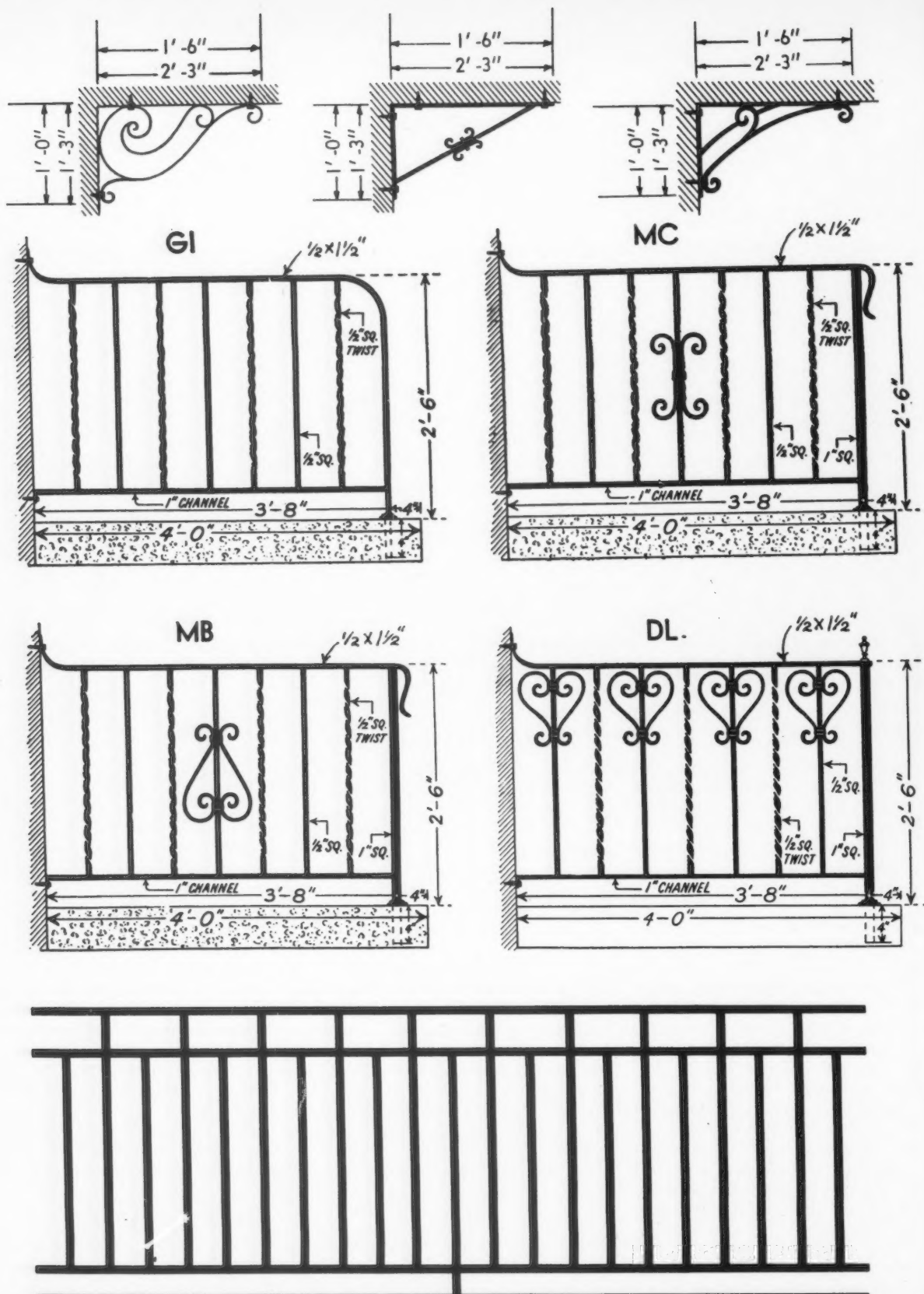
With exact measurements in mind and with personally selected patterns of design, individual needs are met. There is no cutting, trimming and fitting, with bolting only for installation. "In other words, inconvenient monkey-business to

the customer is cut to the minimum. One need not become or be a mechanic to install Master Craft' ornamental iron."

Methods employed by the firm includes hand forging and hot banding. Railings are produced in mass quantities and five stock patterns are available in three sizes at competitive prices. Ornamental iron fence is given a black priming coat prior to shipment. Metal Crafter's catalogue illustrates their products in actual use photographically, and specification drawings are presented in a manner which even the layman will understand.



Metal-Crafter's modern and completely equipped ornamental iron shop. SEE PAGE 16



(Cont'd. from Page 17) Items from the Metal-Crafter catalog selected for charm, beauty and clean lines get the nod from FI's editors this month.

The Metal-Crafter catalog, understandable by even the novice receives FI's plaudits. The firm manufactures an outstanding o.i. fence line.





An operator uses a Heliarc HW-10 torch and Oxweld No. 23 aluminum rod to make a tee-joint on 3S aluminum tube, 2-in. diameter and 5/32-in. thick.

It takes considerable planning and new equipment when a steel-fabricating company enlarges its market to include aluminum, stainless steel and magnesium. A. Lucas & Son, Peoria, Illinois, learned this fact when they added the modern metals to their line of regular structural steel and ornamental iron work.

Their first problem came with an order for 130 ft. of welded aluminum railing for St. Joseph's home in Peoria. While oxy-acetylene welding was an excellent process for joining the iron and steel, it was ineffective on the modern, "hard-to-weld" metals.

These modern metals required a modern electric-arc welding process. And after a study of various processes, the company decided on Heliarc welding—a process of Linde Company, Division of Union Carbide Corporation—because Heliarc welding provided high speeds, needed little or no post-weld finishing, and, most important of all, was equally effective on aluminum, stainless steel, and magnesium.

## MODERN METHODS for MODERN METALS

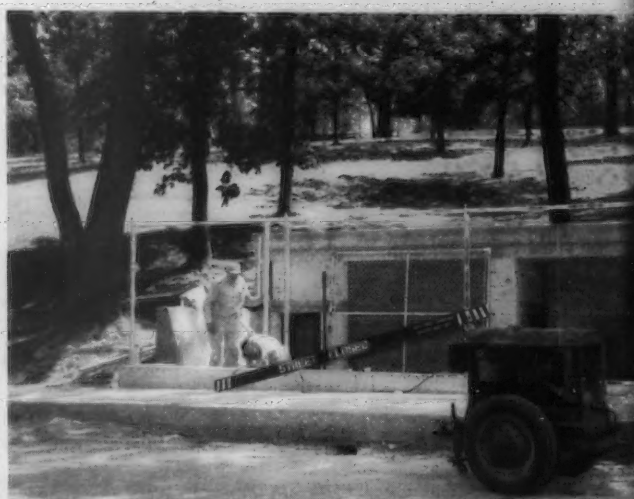
*"Heliarc" welding, a process of Linde Company, Division of Union Carbide Corporation, provides high speeds and little or no post-weld finishing. It is equally effective on aluminum, stainless steel and magnesium.*



The 130 feet of welded aluminum railing is inspected before shipment to St. Joseph's Home, Peoria, Illinois. The 45 joints were Heliarc welded in 2-1/2 minutes each.

The railings were fabricated from 3S aluminum tube, 2 inches in diameter and 5/32-in. thick. After the parts were cut and shaped, they were joined by a Heliarc HW-10 torch and Oxweld No. 23 drawn aluminum rod, 1/8-in. diameter at a current of 100 amp, ACHF. The weld zone was continuously shielded from atmospheric contamination by 99.995% pure Linde argon gas—the highest-purity argon obtainable. A total of 45 welded joints were required for the 130 feet of railing and were Heliarc welded in an average of only 2-1/2 minutes each.

For information circle Buyers Service Card No. 38



## **"YOU DON'T JUST PUT UP A FENCE — YOU BUILD IT, STEP-BY-STEP"**

**"Fencing A Lion" by Jean Lyon**

**—Complete article on Page 22—**

CHRIS BECK, a fence erector with lots of know-how and years of experience was a little dubious about taking on the job of fencing in the newly acquired treasure of the Bever Park commissioners in Cedar Rapids, Iowa.

He's always willing to work, early or late, but in this instance he would rather have stayed put at home in Walker, Iowa . . . but he tackled the job to a successful finish.

Leon the Lion and FI's excellent field reporter Mrs. Jean Lyon (and camera) stayed to watch the progress. Mr. Beck and his son Tom agreed

that Leon was a smart Lion, "he didn't offer a bit of advice, just watched".

**—PHOTOS, TOP LEFT TO BOTTOM.—**

Page Fence and other materials arriving for Leon's enclosure. Sleeves for short end posts are deeply embedded in concrete. Flushing out completed post holes and ready to set.

Builder's Materials cement and reinforcing mesh for lion's den. Tom Beck uses a Black & Decker electric portable drill and Phillip's Red Head self drilling concrete fasteners.

Arc Spot Miller Generator furnished need power for drilling.



Beck uses a wire stretcher between an inserted steel bar and a corner post (top left) in order to take out slack. The 12' chain-link top was cut to make a place for the protruding post tops. Its center rests on welded cross beams. The outside fence, put up last, was leveled, tightened, and aluminum wire was used to fasten into place.

An important function. Leveling and tightening inside posts. (top right) The outside post holes were drilled through two sidewalks and masses of tree roots to set the lion's den in this scenic spot. The job completed, fence erector Beck padlocks the outside gate, leaving Leon to enjoy the privacy, safety and charm of his new abode.





Leon goes Hollywood and poses for the photographer.

## A LION IS FENCED

Jean Lyon, B.A.-M.A., reporter and photographer for FI in Iowa, covers a fence installation that included a lion close at hand. Many of the suppliers are mentioned in this article. (Photos on page 20-21)

Chris Beck of Walker, Iowa, a well known fence erector in eastern Iowa for many years has just added an interesting chapter to his long career. His latest chain link job consisted of fencing in "Leon the Lion" in Bever Park Zoo, in Cedar Rapids, Iowa.

Chris says it isn't always chain link problems that delay finishing a fence. He's willing to work early or late, but, in this erector job his problems included these: The block and cement work had to be completed before there was a place for a double fence. A cage with a top isn't just a fence. There were many gates and short stretches. It was a hillside not a flat area. There were close trees with many surface roots. Some posts had to be set in the side walk line. There were a few rainy days. There was a three day holiday week end with many visitors expecting to see Leon thus causing a time element. Leon had to have a distemper shot before the veterinary left town for a three day week end. Thus Leon was put in the cage before it could be completed. Temporary devices made the viewers safe while seeing Leon for the first time. With the public breathing down his neck Chris Beck finished the cage on time and in fine shape.

Fencing the lion in the Bever Park Zoo in Cedar Rapids, Iowa has been a joint project of many workers and industries. He is now caged in a new, secure, wire and cement cage that should be the envy of all fence erectors and all other lions in captivity.

This series of events began when the lion was donated by a neighboring state and housed inside during cold winter weather when he was young. Now he can house himself away from weather back in his den or bask in the summer sun on his private patio.

The construction was started by members of the park staff under the direction of Parks Commissioner Donald Gardner, and Bever Park Superintendent Elmer Delaney. Men from the park department laid the 16' x 28' floor. It is reinforced with reinforcing mesh 1/8" in diameter furnished by Builders Material Inc., 601-3rd. St. S.E., in Cedar Rapids. The cement block is reinforced by *Dur-a-wall* in the cement between the blocks. (This product was developed by Harold Spaight and is manufactured in Cedar Rapids and elsewhere.) The poured cement in the retaining wall has 1/2" and 5/8" rods for reinforcement.

Cedar Rapids Block Company 650-12th Ave. S.W., furnished the reinforcing mesh for the top of the block den. 250 square feet were used. The top is cement, waylite an insulating concrete filler, reinforcing mesh, and 2" cement.

Builders Material Incorporated poured the ready mix cement. The park workmen placed four sleeves of two sizes in the end walls to be ready for the fence erector.

The balance of the work of the lion's hospitality committee was up to the Iowa Steel and Iron Works 400-12th Ave. S.E. in Cedar Rapids. They furnished the services of the erector, Chris Beck and son Tom Beck, and the Des Moines Steel Company, 421-S.W.-5th Des Moines, Iowa, furnished Page Chain Link Fence.

Beck works with his high school age son Tom, during the summer vacation season. They use a Black and Decker electric drill manufactured at Towson, Maryland, that is a 1-1/8" Hammer type. On this job they made 5/8 inch holes and used 1/2" bolts. After flushing out the holes in the concrete and wiping them out quickly they were ready for the plugs. These shields are threaded.

The Becks use Phillips Red Head self drilling concrete fasteners with the snap off end. The red plug goes in first as an expander. These are made by the Phillips Drill Company of Michigan City, Indiana. Mr. Beck uses power furnished by an Arc Spot Miller Generator by Miller Electric Manufacturing Company of Appleton, Wisconsin.

To take care of the slope of the floor and irregularities in the cement, scrap aluminum pieces were used to shim up the gate posts. A grout made of dry mix was used for fastening the posts in the sleeves at the upper corners of the cage.

Builders Material brought out cement for the outside posts set in the ground. They are set three feet deep.

The back of the cage measures 30' and the front measures 33'. There is a 3' space between the fences as a precautionary measure should either the lion or a person try to reach the other.

The inside wire is 7' and 9 gauge with barbed edges at both the top and bottom. The pipe sizes are 2 1/2" and 3". The terminal posts are 3" and the others 2 1/2". The small gates are 3' and the big gates 9'. These were ready made for the erector to use. Aluminum wire was used for fastening the fence to the rail. Rail caps on the posts hold the top rail. 6" sleeves hold the bottom rail with 1/2" bolts.

A local welder was called in to weld the top center rail on which the gate swings. The top of Leon's cage is made of 12' chain link fence. It is held by pipe welded at right angles at the center of the wire top.

Chris Beck says he has had many problems but this is the first time he has had a lion installed ahead of his fence.





H. E. Vanderbeck Company installations of 4-rail hand split and Colonial board and picket.

## OBSERVATIONS ♦ ♦ ♦ in New Jersey

Albert S. Keshen, FI's reporter in the field calls on the New Jersey erectors and retailers and his observations are presented on the following four pages. Wood seems to be the dominant residential factor in New Jersey. Competition is creating more designs and better products.

Residential fencing can no longer be considered a luxury but is being looked upon as a necessity in modern living. In heavily built-up areas, fencing fills a functional need as well as beautifying the grounds, achieving the indoors and out-of-doors privacy that homeowners require. As such it is considered indispensable for home improvement development.

That's the inference to be drawn from the rapid growth of H. F. Vanderbeck Co., 2 E. Crescent Avenue, Allendale, New Jersey which in the short span of eight years has built up a heavy volume throughout the East in rustic fencing, particularly post and rail (handles no metal). This firm produces a variety of heights and wood combinations which are in strong demand by both homeowners and commercial users.

When the husband-and-wife team of Howard E. and Kathryn F. Vanderbeck started their venture from their suburban home in 1950, they had little realization that their enterprise would grow to the proportions that it has today. They maintain a mill in Escanaba, Michigan for exclusive production, besides supplementary output from other suppliers in West Virginia and Pennsylvania.

In appealing to the home market as the basis for their business, the Vanderbecks stress that fencing serves a useful purpose, emphasize the following beneficial effects: (1) gives emphasis to property lines; (2) keeps children or pets in or out; (3) hides unsightly views; and (4) fills a safety need, particularly around swimming pools.



Vanderbeck's 3 rail full round cedar in a rural setting.

The Vanderbecks carry out an aggressive advertising campaign, particularly on the garden pages of the New York Times and Herald-Tribune. They have prepared a detailed circular on the lines carried, with an illustration of each type of fencing, and which is sent out in response to inquiries, or picked up at the office by callers.

Nearby prospects are visited in person, or if they are too distant, contacted by phone. There are two salesmen who make their trips carrying an elaborate portfolio replete with photographs of installations, sales literature and measuring data.



The showroom is entirely made of fence materials.

As a result of this intensive effort, the firm has developed a good sales market in children's play areas, dog runs, swimming pool enclosures, patio backgrounds, property line boundaries, fences to decorate and beautify the grounds, as well as for other general purposes.

The commercial field has also been responsible for orders. Among the outstanding of such installations have been that of the fabulous Bergen Mall shopping center in Paramus, N. J., which used a stockade fence; and a drive-in theatre in that town. Industrial users include the Sperry Gyroscope plant at Lake Success, New York, with post and rail fencing; the Curtis-Wright plant in Pennsylvania; and a resort club in Kennelton, Pa.

Continued next page

#### New Jersey—Continued

The Vanderbeck property covers some 20 acres in a beautiful, semi-rural area which still enjoys the convenience of location to the metropolitan New York district. Sales are transacted in a distinct rustic-looking showroom which is filled with samples of the products.



Trucking in 3000' of fence rail from West Virginia.

There is an expansive warehouse and workshop in the back with four trucks garaged to bring in lines from the mills or send them out to customers.

Some manufacturing is conducted on the premises so as to keep the staff busy during the winter months. There are three installation crews with two men each, besides five men employed at the Michigan mill. Some wholesaling is carried on.



Meeker's Garden Center, Allendale . . .

The placement of wood fence on the spacious and well kept lawns of John K. Meeker's Garden Center, 1100 South Avenue West, Westfield, N. J., serves as a valuable and practical demonstration. This method of display shows the varied kinds of fence already in use, surrounding trees or shrubbery or serving as dividers.

John Meeker has been in Westfield since 1928 serving the area as a landscape craftsman and certified tree expert. He originally planned only office space for his business but when he noted public response to his few garden equipment supplies, decided to expand these lines.

Back of the yard at Meeker's where the fencing is stored, is shielded by attractive picket fencing. Five to six carloads are sold at retail annually. The building itself sets on a one acre plot and has undergone 5 major alterations during the past five years. Four 10 foot doors open to the adjacent driveway to facilitate deliveries.

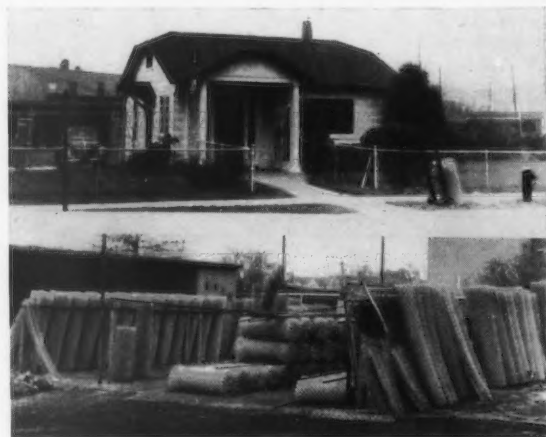
A valuable means of earning public appreciation is the policy of loaning tools without cost, never 'renting' them, so that anyone can come in to borrow crowbars, discs, borers or post-hole diggers or whatever they may need. "It helps to cement business relations," says Mr. Meeker.



Somerville Lumber, Bound Brook . . .

Split rail goes well in the Bound Brook, New Jersey area and as a result a large outside sign atop an attractive building beckons the customers to the Somerville Lumber Company on Route 22. This concern owned by Paul and Abe Schumer, have been at the same location for more than 20 years.

Samples of the fence line carried by Somerville are profusely displayed inside and outside the well designed structure and each item is price-tagged. An 8 page catalog is published and the appeal is strictly to home owners.



William F. Wittell Co., Irvington . . .

William C. Wittell, president of William F. Wittell & Company, 590 Lyons Avenue, Irvington, N. J., manufacturers of wire, iron and wood fence is adding aluminum to round out their line. In order to meet the continuing demand for their products the company is planning further expansion of their premises in the very near future. The Wittell products are known to the trade as "Unclimbable" and "Propertyguard."

Continued next page

## New Jersey—Continued

The company does an admirable job promotion-wise, through colorful brochures and presentations which may be said to be the best in the business. They make it a simple matter for customers to purchase "Property-guard" fence in a step-by-step approach to the completed job. Other promotions include telephone directory and newspaper advertising . . . the rush of business at the Wittel plant at the time of my visit curtailed the interview.



**Ace Fence & Supply, Newark . . .**

"Despite the intense competition offered by the large fence manufacturers and suppliers, a comparatively small firm can make successful progress in this business provided it adheres to well established merchandising rules," said John Giuliano, Ace Fence & Supply Company, 204 W. Bigelow Street, Newark, N. J. He and his brother, J. T. "Tom" Giuliano manage the business.

The Giuliano's were in the hardware business for 10 years prior to entering the fence industry and during that time they made gradual progress building up their fence line. While in the hardware business the fence demand became so strong that an additional warehouse was required. The end result was that they sold their hardware operation and are now exclusively in fence sales and erections.

Ace Fence & Supply Company is geared to distribute a complete line of fence fabric, wire, fittings and "just about everything" the consumer may require. Altho they prefer doing the complete erection job, their advertising stresses, "We do it—Or You Do It."

Personalized service and sincerity go hand in hand in the Ace operation and we "never use gimmicks or high pressure," says John Giuliano. Further, "I never leave a prospect without quoting the price of a job and there are no loose ends to create problems later on."

The larger industrials often being skeptical of a small firm's capabilities presents no difficulties for this company. Their policy is to exact payment only after the account is completely satisfied. "We have tackled some big jobs in this state, such as Fluid Chemical Co., Apex Gear and even some sizeable parkway erections," the Giulianos stated in unison. The firm stocks 10,000 feet of fencing and materials and includes some wood for those who insist on it.



**Home Modernizers, Roselle Park . . .**

Spearheading its efforts toward new home developments is paying-off for D. C. Lingenfelter, president of Home Modernizers, Inc., 175 Westfield Avenue, Roselle Park, N. J. Their campaigns are usually preceded by mailings of colorful imprinted folders, (noting they carry the "Nor-Craft" line) and leads are followed up by three salesmen.

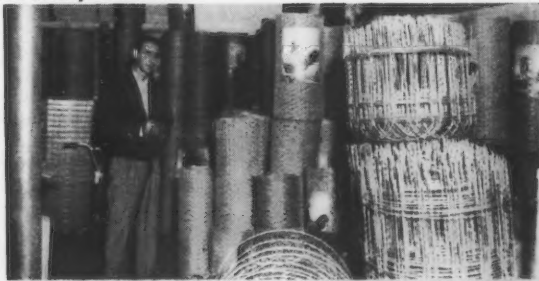
"We like to push white cedar," said Mr. Lingenfelter, "because it gives lasting service, requires no upkeep nor paint and will turn into a beautiful silver gray." He finds that preference in his area is about equal between picket and rail and that folks with youngsters or pets ask for picket and the others request rail.

The do-it-yourself trade is discouraged by Home Modernizers because the average home owner will give-up after putting down two or three posts or if he does finish the job, it is so unsightly or unsatisfactory that the supplier gets blamed for it and the fence stands as a poor reflection of his service and product.

The firm employs three installation crews, three men to each crew, using three trucks. They are employed on an hourly basis. An inventory of from 1 to 3 carloads is carried and stored in ample open yard space. The fence side line taken on 11 years ago has grown to be an important factor for Home Modernizers.

*Continued next page*





#### B. & S. Supply, Hackensack . . .

Bernard Pullman and Sidney Goldstein, owners of B & S Supply Company, 251 Hudson Street, Hackensack, N. J., report that their sales in chain link and fittings for both residential and industrial use have been expanding rapidly. They maintain a well stocked warehouse with all standard sizes of pipe, fittings, ornaments, parts, gates, etc., and lean to hot-dip galvanized products.

B & S pushes complete fence erection service as they employ their own erector crew. Their operation includes direct sales to the customers who have the deep-seated desire to experiment or erect their own fences or secure their own labor.

They receive most of their leads from their ads placed in the New Jersey newspapers and find that special home improvement sections in the dailies do a good job. Their advertising emphasizes no down payment-convenient payment or FHA financing.

A large garage type warehouse and rear yard space permits a fair sized inventory so that B & S usually orders two carloads of materials as the need arises. "For the customers who insist on doing-it-themselves, we have free and expert instruction and loan of tools," says Bernard Pullman.

#### Ornamental Rustic, Paramus . . .

The strong potential market for cedar basket weave fencing for private swimming pools is being pushed vigorously by Sam Miller, owner of Ornamental Rustic Fence Co., E. 260, Route 4, Paramus, N. J. These pools, paced by the Esther Williams firm, are getting a strong play these days in suburban homes and owners can be converted toward basket weave fencing to beautify grounds and retain privacy.

The firm carries 20 styles of fencing including innovations of its own such as, new style ornamental, ornamental cedar, staggered picket, whole round rail, redwood picket and arbor. These come from its mill in Vermont and are sold to 12 wholesale outlets in the metropolitan New York area.

Established in 1954, Ornamental rents the premises on Route 4. The grounds extend back 300 feet with a large assortment of rustic fencing on display.



#### Wayside Fence, Paramus . . .

A strategic highway location provides a good merchandising opportunity for Lou Weglarz and Steve Shear, partners in the firm of Wayside Fence Company, 73 State Highway 17, Paramus, N. J. An attractive cottage houses their well lighted office and showroom where they display an extensive line of rustic, post-rail and other types of wood fence.

Wayside Fence opened for business in the Spring of 1957, and is managed by Lou Weglarz. Mr. Shear who has been in the fence business for the past seven years, owns a similar establishment in Babylon, New York as well as Mastercraft Fence & Supply Company, Greensboro Bend, Vermont which is their source of supply.

Most popular in the area are the post and rail fence, followed by stockade for commercial firms such as drive-in-theatres, says Mr. Weglarz. An elaborate portfolio goes along with Weglarz, the sales dynamo of the organization, replete with sales photos, specifications and manufacturer's literature in the station wagon which can carry an entire section of fence.



Sam Miller of Ornamental Rustic Fence.





Desert metropolis of Phoenix, growing by leaps and bounds.

## IT'S REDWOOD ♦ ♦ ♦ in Arizona

**Boyd E. Lovell, FI's field reporter, captures a cross-current of opinion and the competitive mood of the fence firms in Phoenix. Redwood seems to be taking over the residential fence market with block fence nudging its way into prominence.**

**W**hen you ask an Arizona fence man, what's going up these days, you get this answer, "Redwood, redwood and more redwood!" with perhaps a mention of the increasing popularity of the block fence.

"Our volume of business continues upward although we have lost a big segment of the chain link fence business to the redwood people," admits E. P. Van Denburgh president of American Fence Co., which has its branches in Salt Lake City, Denver and Wichita, as well as several in cities besides Phoenix.

The reasons given by chain link erectors and dealers range from the observation that "people want privacy, and an open type fence doesn't . . .," to remarks concerning the number of fence companies which have started into business during the past five years, and often ending with a comment on the fact that chain link fence manufacturers missed the boat right after the war, when they failed to get out of the retail end of the business and concentrate entirely on wholesale. "Now," they say, "everybody's a manufacturer and there is simply no control or standards in the business."

The redwood people themselves go along with the theory that a

desire for privacy is one of the main reasons for the increasing slice of the residential market, but they also have this to say:

"On the whole, we're doing a better job of selling than the chain link fence people in Arizona. We get out and hustle. Our advertising is sharper and heavier and more consistent. And we are keeping the price down by good buying methods and quicker ways of installing, as well as appealing to the do-it-yourself market."

One large redwood fence company in Phoenix has put up well over 1000 fences since September of 1957 and three other firms put up over 500 fences each during the same period.

The steel, wire and chain link fence concerns in Phoenix and other areas of Arizona, notably Tucson, have, of course, held their grip on the industrial fence market, as well as the highway and large resort market. "You just can't sell the large ranch and agricultural buyer," said one chain link dealer, "they're used to putting up barbed wire."

A development that has caused some interest in Phoenix fence circles was that the oldest redwood fence company in Arizona switched their advertising emphasis to block fences. Other firms are also com-

ing out with a block fence patterned after a popular California product.

All block fence is manufactured locally. Redwood is shipped in from California. A change in rail rates, effective May 10th, allows for a 20% cut in transportation costs in carload lots, which probably means that all redwood will reach Arizona by rail in the future. The dealers report they are having no difficulty in getting metal fabric and fittings materials.

The fence industry in Arizona, in its entirety, and particularly in Phoenix enjoyed a very good year, and the trend is continuing according to most companies interviewed. The explanation for the continued high volume in Phoenix especially, appears to be the fact that residential building not only failed to recede in 1957 but broke all existing records! This in the face of the national letdown in construction and other economic activity.

So, with more than 20 fence companies listed in the yellow section of the Phoenix telephone book alone, and construction booming, it looks like a bright year ahead for both manufacturer and retailer in the sunshine state of Arizona.

**More Arizona—Next Page**

**Arizona Redwood—Cont.**

Do you have a definite, easily put, one sentence operating philosophy? Dooley's Building Materials—3883 North 36th Ave., Phoenix, Arizona's newest and fast growing redwood fence company—does, and this is the way Robert Kelly, office manager, puts it:

"Satisfy every reasonable customer complaint," the boss told me when I started here, and since then we've done just that—even some that were a bit unreasonable, I thought.

"Like the customer who bought the post-installed job and then put the gate on the corner of his house. A year later this customer was back. The gate was breaking up the corner of his house, he said. Well, we fixed it for him, but later on I said to the boss, do you call that a *reasonable* complaint? 'No one explained how to put up that gate to him, did they?' the boss asked."

The boss of this fast-growing fence company, which started in Phoenix only 17 months ago (Feb-Mar 1957), is Fred Green, president and general manager of the family corporation which bought



**DOOLEY'S BUILDING MATERIALS** office manager Robert Kelly beside display unit used by the company for TV spots.

up Dooley's Building Materials and very quickly turned it into a firm dealing in fences only. Vice president and sales manager of the firm is Louis Greenburg. And between them they have organized an aggressive, well-balanced organization which has put up a record 1000 or more fences since September of 1957.

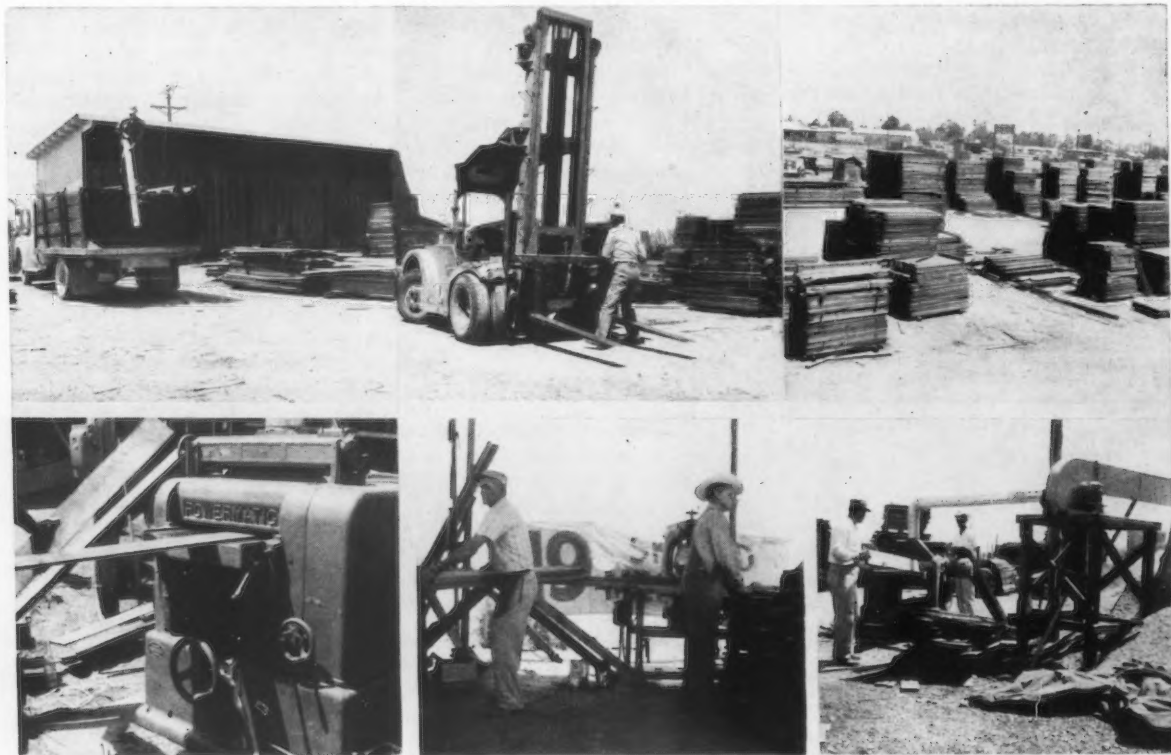
By providing three entirely different categories or deals, Dooley's have managed to appeal to every segment of the redwood fence buying public. First, they offer a completely installed fence; their second package is about 25 cents a

foot cheaper and in this case Dooley's installs the posts etc., but the customer does the paneling; and, finally, they sell the materials only, although they do not either recommend or push this.

Advertising heavily and consistently in the local newspaper, on TV and radio, Dooley's have found that both newspaper and TV are effective. But they have one warning on television advertising. "The time your advertisement comes on is vitally important in TV," Robert Kelly declares. "We ran one series of ads which came on at nine o'clock in the evening . . . this series pulled real well; then recently we tried a series on the late movie, but we discovered it just didn't get over—people just wouldn't take the trouble to even write down a telephone number or something."

A buying practice originated by Fred Green, but which has since spread out into the industry, is, to buy grade A material at good prices by buying in six and eight-foot lengths, rather than random, since most lumber yards buy strictly random. Dooley's buy in carload

**Continued page 34**



**DOOLEY'S** busy as can be. Trucks keep 'a-comin'. Motorized oversize fork-lift stacks them high.

**REDWOOD** for fencing as far as the eye can see. The Powermatic gets rid of the darkside of wood. (Lower left photo.)

**DOOLEY'S** workers, busy sawing and trimming to size. Planer site blowers piles the sawdust high up.

# California ERECTORS

## Sound Off !

Henri B. Tuthill gets some direct quote interviews with leading fence erectors in San Diego. Their comments and helpful ideas may be worth noting . . . read on.

August 29, 1958 marks the third annual Fiesta del Pacifico, and tourists from foreign lands, visitors from every state in the union will come to San Diego. The city's rapid growth proves that many come to live here for keeps . . . As in the past two fiesta years, newcomers purchase homes and fence them in chain link, attractive redwood, and ornamental iron. Newcomers soon become fence conscious when they see a home attractively fenced. For this reason, San Diego fence dealers are now stepping up their advertising, improving customer relations, encouraging new contacts, and making new friends. Friends, they have learned, mean referrals; by referrals they mean to make more friends.

### Balboa City Iron . . . "High Taxes Kills Initiative"

Since 1930, with their regular employees numbering 30, the Balboa-City Iron Works, 1746 Newton Ave., San Diego, has sold Southern Californians "everlasting beauty." Through the production methods of the Tennessee Fabricating Company, home owners can afford and obtain the elegance of Hand Wrought and Ornamental Cast Iron—both within and outside the home. To harmonize with any color scheme, the fabrication is beautifully finished. The company fabricates graceful columns, railings, screen door grilles, mail box stands, weather vanes, ornamental gates and fences. Says Mr. Charles L. Willis, the company's vice-president: "The decorative possibilities of wrought and cast iron are almost limitless . . . Like nothing else, it gives distinctive charm and atmosphere to my home; and it does this both inside and outside the house at a cost convenient even for those of limited means . . . And all it needs is just a coat of paint once in a while,



A Tennessee Fabricating Company installation in the Balboa City Iron Catalog.

and it'll last forever—It gives the home owner everlasting beauty. We keep well stocked on all ornamental designs; our engineering department stands ready to handle any project."

"We make all our fittings," says Mr. Daniel R. Anderson, president of the Balboa-City Iron Works. "In Los Angeles," he continued, "we buy our steel castings in rolled form . . . No, at present we employ no one simply as a salesman; all of us, when you come right down to it, are salesmen . . . The workmen in our shop are careful not to turn out any slipshod work; then, we receive work from other iron working companies, repeat orders, and referrals from satisfied clients and contractors.

Anderson went on to say: "The first part of 1958 our business was better than in 1957; but suddenly the recession hit us; not too seriously, you understand, but enough to make us sit up and wonder what was coming next . . . Now, however, it's beginning to pick up somewhat . . . I've the strongest confidence it's going to be good from now on."

"Problems?" asked Anderson. "Our greatest problem at the moment is the many taxes the average business man has to struggle with. I thought for a while we might get some relief from our high taxes, but I guess

not. The only solution I can think of is pay the taxes and make the best of it; but it's worse than tough! High taxes kills initiative and discourages the very best of us. Something should be done about it."

### San Diego Fence . . . "500,000 linear feet of Fencing."

"Forty-six percent of our business comes to us from referrals," says Mr. John Clark Jr., president and owner of the San Diego Fence Company, 4244 Midway Drive, San Diego, Calif. To the very best of our ability," he went on, "we faithfully perform all our contracts. Never, at no time, or in any way is any one in our employ, or anyone having to do with, or connected with our organization permitted to do anything questionable or say anything likely to cast a bad reflection on any individual contractor in the fence industry. Sometimes, pleasing a client isn't the easiest thing in the world," said Clark. "But when the complaint is boiled down to the facts, it's less a situation of what is said or done than a situation of how you say or do it. After eleven years in the fence industry," he continued, "I've reached the conclusion that many of us are more likely to try and prove rather than to try and persuade. Trying

Continued next page



## California—Continued

to prove, I believe, is likely to arouse resentment—make up an argument. Many of us are apt to feel that the client is dependent on us when the situation should be reversed. The most productive of all our sales efforts is to satisfy our clients. This builds up their confidence, and eventually boosts our sales. On the other hand, if a client complains, he really does us a favor: It gives us a chance to improve our methods with an already sold clientele. This method of handling, of course, can run into a surprising expense. To cover this," said Clark, "we carry a \$100,000 liability on everything we install."

Eleven years ago, Mr. John Clark Jr., inspired by his boyhood sweetheart, now Mrs. Clark, founded the San Diego Fence Company. Today the San Diego Fence Company employs 27 people, has 9 trucks, and 8 expert construction crews for the installing of both residential and commercial fencing. "We install," says Mr. Clark, "some 400,000 linear feet of pipe fencing a year. "In the redwood fencing," he added, "we install about 100,000 linear feet. We buy our supplies from the Anchor Fence Company in Los Angeles; we also buy our redwood in Los Angeles. In cutting the redwood, we figure on about a 15% waste. This waste, if you can call it that, is donated, and sometimes sold to concerns in San Diego making toys for handicapped children. In the pipe fencing, we figure on about a 13 1/4% waste. Ends shorter than one foot are simply sold as scrap; anything longer than one foot is sold to city engineers and surveyors for land markers." Two of the largest fencing contracts given to any San Diego fence erector were recently awarded to the San Diego Fence Co.—The Westgate Base Ball Park, Home of the Padres, and the Convair Aircraft contract.

As is often the case, however, the success of an enterprise, once the business is established and begins to climb—is not always the result of just one man's efforts. Vincent Paul, sales engineer for the San Diego Fence Company presents a good example: Besides striving to retain the good will of the fence industry, and strengthening the company's position in dealing with other trade associations and industrial organizations, Mr. Paul selects and trains sales personnel, submits bids, closes telephone sales, makes new contacts, and supervises the careful satisfaction of all clients. "We haven't felt any business recession around here," says Mr. Paul. "If anything, our business is better than in 1957."

## Yosemite Fence & Lumber . . .

### "Colors can play an important part."

"My business," says Bob Brodersen, owner of the Yosemite Fence and Lumber Company, 5353 Banks Ave., San Diego, Calif. "is lower than in 1957. My principal problem," he finally went on, "is trying to make clients understand that redwood is tricky. Above all other woods it rates high in acidity . . . and needs careful construction to last, to radiate the home's personality and the type of people who live in the home. In the first place, just ordinary nails will not hold redwood very long; galvanized nails must be used because of the acid in redwood. If one side of a redwood fence is painted, then both sides must be painted; otherwise the fence will warp out of shape. The other day I passed by a redwood fence I'd installed some weeks past. One side of this fence was painted, the other side was left unpainted simply because the next door neighbor didn't want his fence side painted. Result: The fence was all warped out of shape. Frankly I was ashamed of it."

"And another thing," Brodersen said, "about redwood is that it must breathe, it must not have the air cut off from it. If it's sunk in cement you may be sure it's not going to stand up too long. I place a cement collar, below ground, around my redwood posts and it adds to the life of the fence many years."

The Yosemite Fence & Lumber Co., is three years old. Bob Brodersen is a man of ideas about the fence industry. He claims, for example, a fence should be carefully selected in regard to the type of home being fenced: A Cape Cod needs one certain style of fence, with a Georgian type home needing an entirely different kind of fencing. Brodersen spoke disparagingly about the man who simply throws together a fence around his home simply to keep the dogs off his flower beds or lawn. If a home owner foolishly does this, then for sure he's worse off than if the dogs chose his property for their retreat every day in the week. For dogs move around; a fence generally remains to either increase the value of the home or decrease its value. Besides, a poor fence reveals the type of tenants who live in the house.

Brodersen went on to say that colors could play an important part in selling fences, if it were not for the fact that too many people differ in their color selections. When a fence divides two properties, and the fence is a cooperative proposition, color can easily be the source of losing a

sale or causing considerable trouble. One party, for instance wants the fence painted, the other doesn't. One home owner wants his side of the fence painted white, the other wants red or some other contrary color. More than likely the difference generally terminates by the fence being sadly neglected or not installed at all. "Only by the greatest tact and diplomacy can this problem be solved," says Brodersen. "It's possible though, but likely to cost extra time and trouble."

The Yosemite Fence & Lumber Company, using Sequoia Redwood only, specializes in residential redwood fencing. Most popular fence types are: Basket Weave, Louvred Redwood, Lattice Top, and Diamond Top. The firm employs four people with four or five more subject to call when the business warrants it. Their redwood lumber is bought in Los Angeles; their fittings when not purchased locally are bought in Redondo Beach, California.

From his left over and rejected lumber, Mr. Brodersen designs and makes attractive planter boxes, out door tables, chairs, and roll away gardens.

## Atlas Fence Company . . .

### "Your yard an outdoor livingroom."

The Atlas Fence Company at 18th and K Streets in San Diego, with offices at Escondido and Oceanside. These people are building up sales by simply asking the question: "Do you have a problem?" Now as most people all over the world have some unanswered question, some problem or other, the card the Atlas Fence Co. sends to all San Diego home owners brings a ready response. Another illustrated leaflet uses the slogan: "Make your yard an Outdoor Livingroom," with Atlas Fence. This has also proved a good sales medium; nevertheless, Mr. C. F. Cummings, sales manager, has this to say: "Our business is not as good as it was in 1957. "Some clients," he went on, "have phoned in and had to cancel their contracts because of the aircraft lay-offs. Then, the heavy rains this spring caused another tie up, and loss in fence sales. Things are beginning to pick up though. When things begin slackening off," he said, "that's the time to begin hittin' harder."

The Atlas Fence Company have been in the fence industry since 1931. The San Diego office employs 30 people. Fourteen construction crews stand ready to install, their specialty—any residential fencing. Their supplies come from Elcom in Los Angeles.

Continued on page 31



California—Cont'd from Page 30  
**Cyclone Fence Dept. . .**  
**"Business, the same as last year."**

To stimulate sales, Cyclone Fence Dept., *Rustake Fencing*, 2144 El Cajon Blvd., San Diego, uses three expressive words—Beauty, Privacy, and Protection. A folder, well illustrated, gives ample proof that these three words have not been carelessly employed. As the San Diego office for this style of fence is a division of the United States Steel, their supplies come from that source. Mr. J. E. Grover, manager of the San Diego office for Cyclone *Rustake* fencing, has been in the fence industry 12 years. Says Grover: "I think business is about the same as last year. 'Frankly,' he added, 'our fence pleases anyone interested in beauty, privacy and protection' . . . And these days, who's not? . . . Most anyone will listen to that. We employ two salesmen who know how to use these active selling words to the best advantage. Our *Rustake* fencing," he added, gives better protection and

privacy, yet does not cut off the air circulation. Wind-carried debris and leaves cannot get through *Rustake* for one thing; swimming pools and outdoor entertaining remains well shielded from the eyes of neighbors and passers-by.

**Western Fence Company . . .**  
**"Collections are tougher than '57."**

Another busy specialist in all types of fencing is the Western Fence Company, 3676 Dalbergia St., San Diego. Here, the firm's use of the selling words: "invest with confidence" is stressed, and has proved a success for the three outside, and two inside salesmen. Beauty, privacy, protection, and permanence are also used to close sales. The two inside salesmen answer requests and close sales over the telephone. Their piping and wire is supplied by the Anchor Post Products Company; their redwood comes to them from Whittier, California. In all, the Western Fence employs 20 people. The manager and owner is Mr. P. L. Dunkel.

"In dollars and cents," says Mr. Dunkel, "we have more business in 1958 than in 1957. Collections, however, are a bit tougher than last year, due to the lay offs in the aircraft industry, and the unexpected wet weather this spring. It won't last. I've the confidence that things will move right along now that our wet season is about past."

When asked about his uppermost problem Mr. Dunkel had this to say: "Our greatest problem here is this do-it-yourself business: Some clients leave their fences unfinished for weeks—or until they can get around to it. Others hurriedly get the fence up without due care as to construction; or perhaps do a little experimenting on their own with shocking results. Meanwhile the fence stands there as a very poor recommendation for us. I think this do-it-yourself project presents a serious problem to all fence men regardless of how hard we may try to correct the trouble; or how hard we try to get clients to follow instructions."



The Foxworth-Galbraith yard in Alamogordo.

## Average is \$275. in redwood fence sales For Foxworth . . . in Alamogordo, New Mexico

J. H. Neaves, assistant manager of Foxworth-Galbraith in Alamogordo, N. M., reports: "We carry approximately 50,000 square feet of redwood sap common aye grade, boards, planks, and patterns. We figure this is what gets the business for us." Foxworth-Galbraith sells more than six carloads of redwood fence in a year's time.

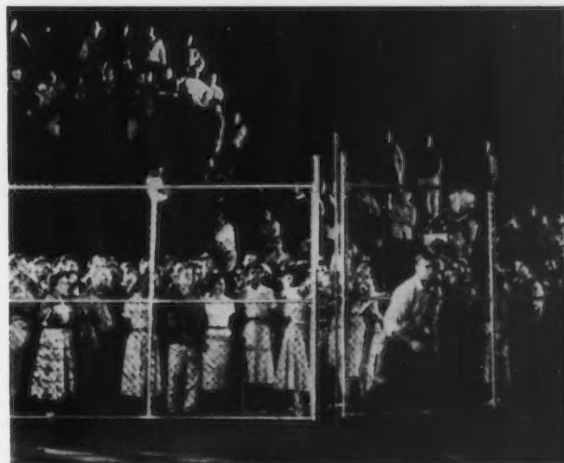
Neaves and Jack Pancake, manager of the firm, do the figuring on fences. Sales are made to the consumer and to contractors. Neaves states: "People won't wait for material. You must have a large stock to sell it. A large selection helps to increase sales." Completeness of stock is indicated by presenting four patterns of siding, three patterns of panelling, S4S planks, and similar ample selections. This stock policy often leads to the sale of a paneling job, redwood trim, and car-

ports. A Dr. Fixit truck works out of the yard. Roy Cater is in charge of this department and secures many fence jobs while making calls.

Alamogordo is a town of 20,000. Mr. Neaves figures their stock of redwood is larger than usually found in a yard located in a town of this size. He adds: "I particularly like to sell redwood fence material because I feel when it is put up, it is there to stay. This is provided it is properly maintained, of course."

Foxworth-Galbraith promptly orders out pamphlets on redwood when their supply runs low. These are kept in arm's reach of Mr. Neaves' desk. In figuring fences with a customer these pamphlets are a source of good sales technique.

The average fence sale is \$275.00 Shadow box redwood is the most popular type sold in the area. Redwood is secured from suppliers on the West Coast.



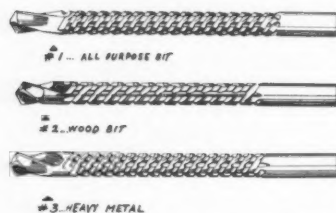
A FENCE ADDS TO SUSPENSE in this on location shot in Stockton, California, for the United Artists Corporation film "God's Little Acre." Without the fence in the background the dramatic effect of this scene would have been completely lost.

## New Products and Services



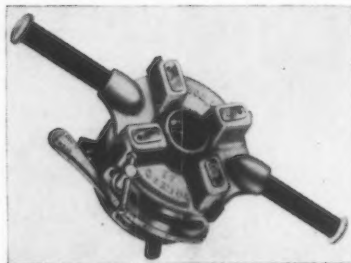
**A NEW METRIC MEASURING WHEEL** that records accurate measurements in meters and centimeters, called the Distometer. The instrument records measurements in meters as it is rolled along by means of a built-in totalizer. Centimeters are indicated by a recessed scale around the wheel's circumference. A clearly audible click indicates each meter and a loud bell tone denotes each 50 meter mark, after which the cycle is repeated. It comes equipped with leather carrying case. For details write Rolatape, Inc., 1741 14th St., Santa Monica, Calif. or

Circle Buyers service card no. 10



**ALL PURPOSE BITS** that are claimed to drill, saw, ream, and cut for users of portable electric or stationary drills, machine tools, etc. The (1) all purpose bit is for use on steel, brass, aluminum, pipe, sheet metal, wood plastics, etc. The (2) wood bit is for use on plywood, plastics, sheet rock, masonite, mild steel and all types of wood. The (3) heavy metal bit is for use on heavy iron, steel, angle iron, bakelite, etc. After drilling its own starting hole, (1/4" diam.) side cutting section can then be used to cut saw, ream in any direction, to cut ovals, squares, scrolls, and most desired shapes. For details write, Beaver Drill & Tool Co., 3008 McGee Trafficway, Kansas City 8, Mo. or

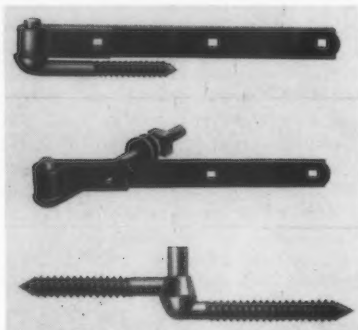
Circle BUYERS SERVICE CARD No. 11



**NEW CAM TYPE DIE** assures perfect threads. Available in two (2) sizes, No. 44, 1/8" to 3/4" pipe, 1/4" to 1-1/8" bolt; No. 66, 1" to 2" pipe and 1/4" to 2" bolt. According to the manufacturer, the No. 44 and No.

66 are fully adjustable to cut oversize, undersize or standard threads. Floating scroll acts only to control thread size. Back plate and body bolted together securely—assuring maximum bearing surfaces for the chasers. An easy-to-read size gauge makes it possible to set for standard, over or undersize thread. Dies are released instantly from the completed thread, no slow backing off is necessary. An optional pipe centering device with elongated centering feet makes for accurate threading, and can be quickly removed, if desired. For details write Toledo Pipe Threading Machine Co., 1445 Summit St., Toledo 4, Ohio or

Circle BUYERS SERVICE CARD No. 12



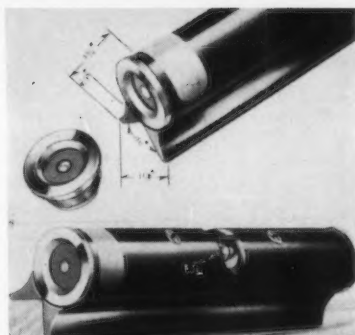
**THE THREE HINGES** illustrated above. Screw hook and strap hinge. Square holes permit use of carriage or machine bolts. Available, plain steel or zinc plated. Bolt hook and strap hinge (center). Plain steel or zinc plated, with two washers. Screw hook and eye hinge, (bottom). Pair consists of two hooks and two eyes. Furnished plain steel. Lawrence Bros., Inc., Sterling, Illinois, manufactures the above and many other related products in a wide scale of sizes; gauge of metal, widths, sizes of screw hooks, sizes of bolt hooks, diameters, length of eyes, length of hooks, etc. For details write the manufacturer or

Circle BUYERS SERVICE CARD No. 13



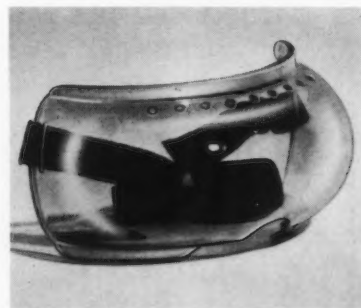
**AUTOMATIC EMERGENCY LIGHTING UNIT.** Is claimed to provide protection and sufficient illumination for many hours. Without touching a switch, light instantly illuminates a room when regular power fails. Powered by a storage battery built into the portable set. A trickle charger automatically maintains charge of the battery. A built in hydrometer indicates the state of the battery. Plugs in to any A.C. circuit. Lights are sealed beam 100 C.P. and will provide continuous light for 10 hours. For details write General Scientific Equipment Co., 7516 Limekiln Pike, Philadelphia 50, Pa. or

Circle BUYERS SERVICE CARD No. 14



**PEERLESS CORNER PLUMB.** Is recommended by the manufacturer as an exceptional item for setting post in concrete, tubing, masonry, steel and wood and that as a time-saver it will pay for itself within a few days. The plumb is made of aluminum-magnesium alloy and finished in blue enamel. It is available in 8" and 16" sizes. The 8" plumb being the most popular for steel work. The Peerless Level & Tool Company, Sterling, Illinois guarantees their line of levels and plumbs against defects in materials or workmanship. Write the manufacturer for details

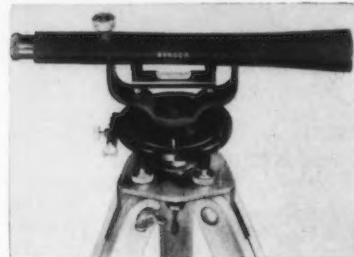
Circle BUYERS SERVICE CARD No. 15.



**FORM FITTING GOGGLE** offers protection, comfort and light weight. Made of one piece clear optical plastic, unrestricted vision and excellent circulation is claimed. Material is high impact strength and shatter resistant. Fit easily over glasses and are ultra-violet absorbing. The maker does not indicate that this goggle is suitable for welders but rather for light shop workers, hobbyists, sportsmen and others desiring eye protection. For details write Pickett Products, Inc., 1109 S. Fremont Ave., Alhambra, Calif., or

Circle BUYERS SERVICE CARD No. 16

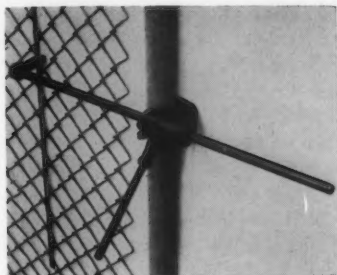
**MULTI-PURPOSE DUMPY LEVEL.** A low cost level which performs many of the functions of high priced levels, is now being marketed by C. L. Berger & Sons, Inc., 37 Williams Street, Boston 19, Mass. Uses include grading, leveling, alignment of fences, driveways, etc. Its 10 power erecting telescope shows the target right side up and is focused with a rack and pinion adjustment. There is a fully protected easy to



Continued next page

read ground level vial. Full 360° horizontal circle reads to single degrees. Has a micrometer tangent screw and clamp for accurate pointing, and 4 screw leveling base. Included are a tripod, plumb bob, field case and instruction manual. Write direct for details or

Circle BUYERS SERVICE CARD No. 17



**TRIPLE PURPOSE FENCE TOOL.** Known by the trade name of **Pul Jak** it is designed to do the work of fence stretcher, tightener, aligner and lifter. The manufacturer, Dockendorff & Co., 606 Lindley Street, Bridgeport, Conn., states that with this one tool, one man can stretch wire fences and gates and pull them in precise minute steps and align into perfect clamping position. Recommended for any type of wire or chain link fence job, **Pul Jak** moving parts are machined to close tolerances and other parts are case hardened and heat treated for durability and rugged use. A unique locking method holds the tool exactly where it is stopped. The tool is friction operated without gears or ratchets. For details write direct or

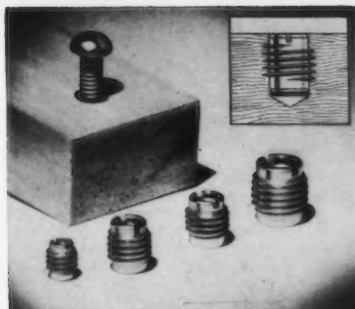
Circle BUYERS SERVICE CARD No. 18



**WELDED AND WELDLESS CHAIN** for fencing is increasing in popularity, especially for large lawn areas, parking lots, boat docks, etc., and where obstruction of view is not desirable. Illustrated here are 4 types manufactured by the S. G. Taylor Chain Company, 3-141st Street, Box 509, Hammond, Indiana, namely; Hot galvanized champion type welded chain; Hot galvanized proof coil welded chain; hot galvanized straight link coil or side chain; Conveyor chain. Chain is available in various sizes, lengths, widths, weights, links per foot and work load specifications. Taylor manufactures a complete line of chain, links, hooks and attachments. For details write direct or

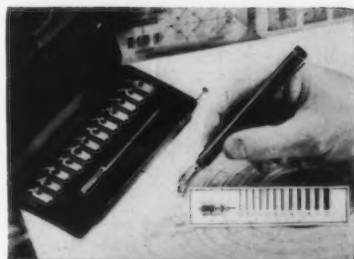
Circle BUYERS SERVICE CARD No. 19

**KNIFE-THREAD INSERT** claimed as a new principle that revolutionizes the field of fastening in wood. Designed with blade sharp external thread, the **Knife-Thread** insert cuts its way without crushing fibers and provides a fastener with the most tenacious hold obtainable in wood. This allows for a durable steel tapped thread in wood to which bolts



or screws may be assembled or disassembled without damage to threads or loss of holding power. Made of high quality steel and cadmium plated for corrosion resistance, this product is available in many sizes with either fine or coarse internal threads, and may be applied by power or even a hand screwdriver. For details write Rosan, Inc., 2901 West Coast Highway, Newport Beach, Calif., or

Circle BUYERS SERVICE CARD No. 20



**PEN KIT SPEEDS UP WORK.** The impressive increase in use of schematic drawing templates has prompted the design of a specialized pen kit intended to wring the last drop of speed and uniformity from them. This kit, Omnigraphos, teams up a fountain barrelled pen with twelve width-set tubular nibs able to draw or match ink lines from 0.3 mm to 2.5 mm—regardless of the curves thrown at it by the most complicated templates. The unusual offset angle of the interchangeable nibs permits them to hug guide-slot walls tightly, thus increasing speed and accuracy simultaneously. The master kit shown includes a complete range of nibs, holder, and self regulating ink feed. For details write Laramie Chemical Corporation, 290 Main Street, Stamford, Connecticut, or

Circle BUYERS SERVICE CARD No. 21

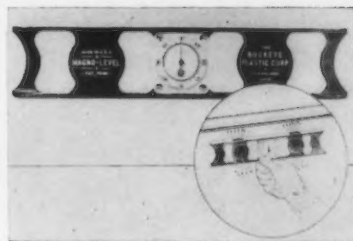


**FENCE ANCHORS** which are easy to install since they screw directly into the ground. Requiring no special tools, no digging nor hammering. A small bar or section of pipe is placed through the eye of the rod and serves as a lever. The anchor is screwed into the ground at an angle conforming to the line of pull, then the guy wire is attached to the fence post and rod eye. Constructed of a steel helix and steel rod welded solidly together and available in two

## New Products and Services

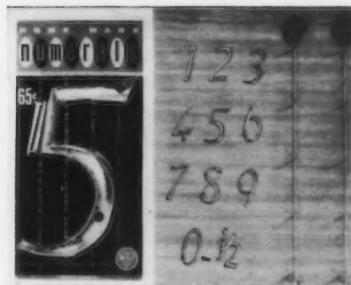
sizes. One with a maximum pull of 1500 lbs., the other 2500 lbs. For details write A. B. Chance Company, Centralia, Missouri, or

Circle BUYERS SERVICE CARD No. 29



**MAGNETIZED LEVEL** attaches itself to metal leaving hands free. The **Magno** Level contains Alnico permanent magnets, has a sturdy aluminum frame, and may be used at any angle on either flat or curved surfaces, according to the manufacturer, Buckeye Plastics Corp., 740 Superior Ave., N.W., Cleveland 13, Ohio. This level has no vials. A large dial of polystyrene plastic gives face reading. Is especially recommended by the makers for overhead work. The **Magno** level is guaranteed free from imperfections. For details write direct or

Circle BUYERS SERVICE CARD No. 23



**BRASS AND CHROME NUMERALS.** The numerals illustrated on this page are declared to be triple plated and guaranteed impervious to corrosion. The manufacturer, Pickett Products, Inc., 1111 South Fremont Ave., Alhambra, California offers varied profit assortments and free display racks, which are made to hang conveniently from shelves of all types of board displays. Write direct or

Circle BUYERS SERVICE CARD No. 24



**WIRE GRIP AND TACKLE BLOCKS** manufactured by the Dicke Tool Company, 1201 Warren Ave., Downers Grove, Illinois. The number 1016 wire grip will take bare solid wire No. 4 to No. 14, bare strand wire No. 6 to 8, bare copperweld No. 6A to 9 1/2 D. Max. opening .250 in., safe load 1750 lbs. Cadmium plated, weight 1 1/2 lbs. . . . Self locking light tackle is all steel with lathe turned sheaves and drop forged snap hooks. Designed for use with wire grips to pull and hold tension until fastened. (cat no. 430). Furnished with 25 foot manila rope and steel anchor hook. Write direct or

Circle BUYERS SERVICE CARD No. 25

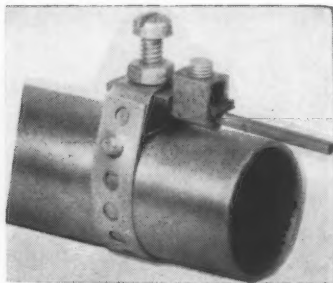


## Products and Services



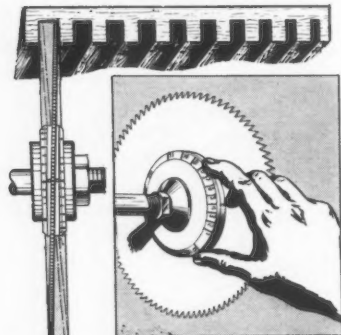
**CONVERTIBLE LEVEL.** The telescope has coated lenses, magnifying power 16 diameters, 5 feet minimum focus, stationary eyepiece, fixed cross hairs, optical axis adjustment internal focusing, 1 1/4 in. objective, dust cap and sunshade. For level work the telescope rests in 2 ways. Has ground level vial 7 to 8 minutes, 4 inch movable graduated circle, 5 minute vernier, clamp and tangent, vertical arc and index, steel center post, 3 point bearing on horizontal limb, shifting center, 4 leveling screws, trivet and 5 foot tripod are some of the features. 9 foot rod, target, plumb bob, carrying case and directions are included. Also available with detachable compass mounting and compass. Write Bostrom-Brady Mfg. Co., Stonewall and Bailey Sts., S.W., Atlanta 3, Ga., or

Circle BUYERS SERVICE CARD No. 26



**GROUND CLAMP** which manufacturer recommends for use on electric fence installations. Trade named **Blaco A-1** ground clamp. The intermediate tightening screw draws up slack as it chafes the pipe, cuts through rust and dirt and at the same time contracts band around the pipe or ground rod. Fits 3/8" to 1 1/4" pipe. Soldering is not required is installed quickly and is low in cost. For details write Blaco Manufacturing Company, 6541 Euclid Ave., Cleveland 3, Ohio, or

Circle BUYERS SERVICE CARD No. 27



**WARREN DADO SAWING WASHERS** multiplies use of saws and gives variety of accurate cuts with micromatic adjustment. Is claimed to give an endless number of notches and grooves without use of expensive

dado head. Will make cuts at 40 different widths and at any angle. Washers are slipped on to your arbor, 2 on each side of the saw blade. You dial the cut wanted, tighten the jam nut and then make the cut. Washers can be left on the arbor for straight cut-off sawing or quickly removed. Sizes to fit arbors are 1/2"-5/8"-3/4" or 1". Satisfaction guarantee refund is given. For details write Warren Dado Sawing Washers Co., Box 98 North End Station, Detroit 2, Michigan or

Circle BUYERS SERVICE CARD No. 28



**LAMP WITH A NEW APPROACH.** An adjustable incandescent lamp with a high light intensity is the new **Kold** Lamp with an adjustable flexible arm, especially good for the drafting room table, being manufactured by the Faries Lamp Division, Elwood, Indiana. With the new **Kold** shade (note illustration) the user is said to be safe from burns even after continuous use of a 75 watt bulb, the outside shade is cold to the touch. Heat is eliminated by a new method of radiation and reflection. Adjustments are unlimited and frictionless. Another unusual feature is that the lamp extends from a minimum of 12" to a maximum of 38". A total of 8 types are included. For details write direct or

Circle BUYERS SERVICE CARD No. 22

Arizona—continued from Page 28.

lots, through Phoenix lumber brokers, obtaining most of their redwood supply from Northern California mills. Hand split grapestakes are purchased directly, rather than through brokers.

Three fence crews are kept busy installing. These are usually four men crews, with two setting post and two paneling, but in some cases the crews operate with one post setter, since a good post man can keep up with two panel men. Other times one of the post setters will act as driver for the crew, since each crew picks up its own material, then when a job is finished comes back and turns in a finished slip before getting a material order for the next job (this gives the office a constant and accurate check on both men and materials).

"College basket weave and the Hollywood fence are our most popular sellers," Kelly says. "Right now we're getting \$1.50 for the weave and \$2.50 for the Holly-

wood. Then we've just gone into a block fence we think is going to be very popular. It's a four-inch thick by 12-inch concrete block that's been produced for sometime in California. The blocks will be in three colors—red, pink, tan and natural."

Another recent decision by Doolley's Building Materials, Inc. is to enter the national market with a trellis made from the by-products of their fencing business, as well as marketing locally nursery stakes made also from by-products.

How does the future look to this young and vital fence company? "Good, very good," Fred Green, president of the company states. "After all, the sub-division is the basis of this industry, and they're building more of them every day in Phoenix."

To which, vice president and sales manager Louis Greenburg adds this: "But just remember that you've got to get them in the first 90 days after they buy the house, or you'll have to wait three years!"

"Panel-Vent" continued from Page 9.

"Panel-Vent is just about fool-proof in its construction," Carl Kessler declares. "And it is extremely easy to assemble. However, because it is new, and because it does cost a bit more initially, this fence has to be sold—people do not come in and ask for it . . . as yet, any—and we have found that the specialty type of merchandising works best. Many times a fence retailer can use Panel-Vent in connection with other types of fencing, often boosting his regular sales by using Panel-Vent out in front where everyone can see it."

"We're about in the same position today in respect to conventional fencing that the metal awning people were six or seven years ago—and," Kessler adds, "in case you're unaware of it, today the metal awning people have nearly captured the field!" Which, if true (and remember this man has already parlayed a bunch of scrap aluminum he bought up right after the war into two businesses each of which sold for the traditional 'sixfigures'), should bring a pat on the back and a "That's fine, boy; real fine," from a number of major steel companies, for even now Kessler is using 4,000,000 pounds of steel per year!





Manufacture of aluminized barbed wire at the Page Steel & Wire Division, Monessen, Pa. (Continued from page 16)

Outdoor exposure tests in both industrial and highly humid atmospheres have not progressed to the point where the magnitude of the superiority in corrosion resistance of aluminum-coated wire compared to zinc-coated wire may be presented. However, preliminary data indicate that aluminum coatings are substantially superior to equivalent thicknesses of zinc coatings exposed in industrial and highly humid atmospheres. Salt spray corrosion data show less pronounced differences.

Aluminum coatings on iron and steel wire offer resistance to heat oxidation at relatively high temperatures. Some investigators have reported resistance up to temperatures of 1000 to 1300°F. while others have indicated that this resistance extends to as high as 1600°F. In any case, to develop heat or oxidation resistance, the coated wire must be subjected to a diffusion heat treatment which converts the outermost layer of relatively pure aluminum or aluminum alloy to the same constituent or compound as the alloy layer.

The characteristics of hot-dipped aluminum coatings applied to iron and steel wire are such that a safe prediction may be made that this metal coating will assume an important place in the family of protective metal coatings offering substantial and significant advantages in the extension of service life, corrosion and oxidation resistance, on an economical basis. Continued research and development with aluminum coating processes and applied coatings will assure the importance of the role to be played in every day commercial and domestic life.



BLESS THAT FENCE!

Glen  
ELLISON



Digger works a slop to 4 foot depth.

### ROPER DIGGER teams-up with Chevrolet

The adaptation of the Roper Highway Digger to Chevrolet's new fourwheel drive truck line was recently announced by R. J. Whikehart, sales manager, of the Roper Manufacturing Company, Zanesville, Ohio.

The truck need only be equipped with a rear power take-off, as the Roper digger comes complete with a power plant and universal attaching kit.

This appears to be ideal equipment for the contractor or construction firm or fence erector, for the setting of posts for guard rails, pole barns and so forth. The manufacturer states it will dig perpendicularly regardless of working slope. It digs to a 48" depth which is required for the setting of guard rail posts by most states and is available with augers up to 14" in diameter. The Manufacturer will furnish additional information or Circle BUYERS SERVICE CARD NO. 30.



**FENCED WITH "MASONITE"** An excellent example of woven fence made with Masonite Tempered Presdwood strips. The strips forming the fence are 12" wide and those for the gate are 6" wide. If information is desired Circle Buyers Service Card No. 40.



# INFORMATION

NOTICES OF IMPORTANCE TO THE TRADE

SEND YOUR NEWS ITEM  
TO THE News Notices  
Editor . . . for publication.



## Concord Woodworking Offers Compact Fence Merchandiser

Several fence styles and posts are included in the compact merchandiser furnished by Concord Woodworking Company, 10 Beharrell Street, West Concord, Mass., to firms carrying their line.

The *Home Fence Center*, illustrated on this page, displays Concord Cape Cod Picket, 2 and 3 rail Ranch, Colonial Picket, and Patio Weave. All are of western red cedar. Prefabricated 7' and 10' sections are also made available. The display unit occupies only 3½' x 3½' of floor space. Ideal for the firm with space limitations.

Offering a free poster sales kit with each fence display, Concord also advises that this merchandiser eliminates the need for excessive inventories as they maintain two plants, one in Chicago and the other in West Concord.

## JENTER U. S. DELEGATE

Harry L. Jenter, of Cleveland Ohio, Vice President of Operations of the American Steel and Wire Company, acted as United States Delegate for the Department of State, to the 20th Session of the Steel Committee of the United Nations Economic Commission (ECE) held at Geneva, Switzerland, during June.

The Committee, which is one of the principal subcommittee groups of ECE, provides a forum where experts in the field of steel production may meet periodically to consider and discuss matters of common interest. Discussions at the session concerned papers on the long range trends and problems in the European steel industry and the preparation of the annual steel market review.

Mr. Jenter was born in Trenton, New Jersey and is a graduate of Syracuse University. He is a director of the Association of Iron and Steel Engineers and holds membership in the American Ordnance Association, the American Iron and Steel Institute and the American Society for Metals. He is married and resides at 16713 Lomand Blvd., Shaker Heights 20, Ohio.

## NEW NATURAL WOOD FINISH

Forest Products Laboratory at Madison, Wis., which has studied natural finishes for 10 years, developed one which will last 4 years. It is classed as modified stain and is particularly good for such sidings as western redcedar, redwood, or Philippine mahogany. Stain is made of 3 gal. of boiled linseed oil, 1 gal. of turpentine or paint thinner, 1 pt. burnt sienna color-in-oil, 1 pt. raw umber color-in-oil, 1 lb. paraffin wax, 1/2 gal. penta concentrate 10:1, and 2 ozs. zinc stearate.

## NEW DEVELOPMENTS AT F-T-F

A new gate-mounted butterfly latch and entirely of new design has been reported by John Navas of Fittings That Fit, Inc., 2222 Poplar Blvd., Alhambra, Calif. The new latch is said to be self latching with positive stop and no swing thru. It is a clamp on type which requires no drilling and can be padlocked on either or both sides simultaneously. The latch is gate mounted with the post being unobstructed.

## 187 MILE-STRETCH OF FENCE

The entire right-of-way of the 187 mile Illinois Toll Highway is being fenced. One of the reasons given by Austin L. Wyman, chairman of the toll commission is, that you can't keep children out of a pool of water on a warm day, no matter how muddy. (Other state highway commissions, please note.) In acquiring right of way and fill the diggings created many deep lakes and water filled ponds.

## NEW FENCE COMPANY

Lloyd K. Lockwood, for more than 20 years owner and manager of Saginaw Roofing and Contracting Company, Saginaw, Michigan, has established two subsidiary organizations, Saginaw Reliable Fence Company and Saginaw Reliable Aluminum Products Company. Both new businesses will be operated from the firm's present location at 1503 Court St. The fence company will feature all lines of chain link and wire fencing.



## Cyclone's "Rustake" As Highway Safety Factor

The Washington State Highway Commission has been working on various methods to make nighttime driving easier and safer. They have just recently announced that two areas of the state highway system have been made safer by the installation of fencing down the meridian strips of some four-lane divided highways.

The first test installation was on U. S. 99 near Fort Lewis. U. S. Steel's Cyclone Rustake fence, a combination of steel fence laced with redwood treated to withstand the weather was innovated. This not only eliminated the glare of headlights of oncoming vehicles, it also reduced possible serious accidents at a sharp curves on the highway.

As a result, another installation of

the same kind of fence is being used on a new section of State Highway 14 at Sinclair Inlet, east of Bremerton, Washington and a different driving hazard has been eliminated there. The areas mentioned were two of the worst on the Washington state highway system from the standpoint of nighttime driving.

The test has proven so successful that the traffic division of the state highway system plans to use fencing on the construction now underway for the three-level interchange at Capital Lake on the Olympia Freeway. Similar installations will be made on future limited access highways where the problems of driver error and glare are encountered. The installations made thus far are said to be the only ones west of the Mississippi.

# Fence Industry

TRADE NEWS

## BUYERS' SERVICE CARD

FREE and prompt information available to all readers concerning any product or service appearing in this issue.

—WE PAY THE POSTAGE—

USE  
JULY  
AUGUST  
1958  
Only.

Corresponding numerals appear under advertisements and product editorials.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48
49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64
65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96
97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112
113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128
129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144
145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160
161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176

Please send catalogs or further information on items circled to:

Company Name	By	Title
Street and Number	City and Zone	State

FIRST CLASS  
PERMIT NO. 50776  
CHICAGO, ILL.

**BUSINESS REPLY CARD**

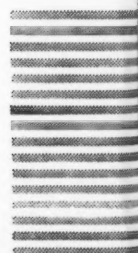
No postage stamp necessary if mailed in the United States

*Postage will be paid by*

**FENCE INDUSTRY**

**127 N. Dearborn Street,  
Chicago 2, Illinois**

**Buyer Service**





## JUNE'S PITFALLS

The flowering month of June (and May) saw some fairly lush advertising trimmed back by the Federal Trade Commission. With 41 complaints and as many more orders against business firms charged with competing unfairly, the FTC took sharp exception to the use of unwarranted claims and misleading names for products.

For example, an outfit in Chicago has been selling plywood paneling under such airily elegant names as "Rift White Oak" and "Frosted" or "Driftwood" walnut. The harsh truth, according to an FTC complaint, is that the wood grew in Japan from neither walnut nor acorn.

Another complaint challenged the wonders of a grass sold by two Baltimore, Md., concerns on the advertised promise that it would multiply itself 50 times in a few months. "You can almost see green beauty spreading," said the ads. The FTC complaint thinks this asks too much of a planter's eyesight and patience inasmuch as two or three growing seasons are required to fill a lawn with grass.

Also attacked was the rosy advertising of a Michigan nursery claiming that "42 Gorgeous Rose Plants, flowering shrubs and hedge plants" worth \$26.77 could be had for a trifling \$2.98. The FTC found that no true roses were included in this offer and that the ads had been too generous in claiming the plants were sturdy, field grown, and at least 1-foot high—or were worth anywhere near \$26.77. A cease and desist order was issued against the firm.

## CONNORS NEW FENCE POST

A new small "H" section fence post has been placed in production by Connors Steel Division, H. K. Porter Company, Inc., 5000 Powell Avenue, Birmingham, Alabama, was announced by Donald F. Blake, advertising and publicity manager for the company.

The new fence post is 1 1/2 x 1 5/16" with a web thickness of 5/32". It weighs approximately 2.14 pounds per foot black and 2.28 pounds per foot galvanized.

The "H" section is said to be ideal for residential and low fence construction and also may be used as top rail, corner and end brace in conjunction with larger "H" style fence posts.

## FINAL AWARD OF ALASKA TIMBER SALE POSTPONED . . .

Georgia-Pacific Alaska Co., has been given another 3 years to qualify for final award of timber sale contract involving 7.5 billion board feet of timber U.S. Dept. of Agriculture announced. The timber is located in Tongass National Forest in southeast Alaska, near Juneau. If it qualifies for final award, company may sign into 50-year timber sales contract with Forest Service.

Department of the Interior awards two parking site contracts: Barn Flat, Paradise Valley, Mt. Rainier National Park, to Hamer Corp., Roseburg, Oregon. Thornton Gap entrance to Shenandoah National Park, to A. B. Torrence Co., Elkton, Va.

## A LETTER TO THE EDITOR

— Chaotic Looseness Of Standards —

Sirs:

Various industries in America have quite often matured physically much more rapidly than they have mentally, resulting in a chaotic looseness of standards, business morals and service to the ultimate consumer. It is much like a young boy whose body has matured but he has not yet learned to accept the resulting responsibilities. The fence business today is much like this. In the past few years it has achieved tremendous size as compared to say twenty years ago. However, it is not really a fence business, speaking in the singular, but a collection of fence businesses in different areas, all having their own peculiar problems. Never-the-less, there are many common denominators, many standard practices that could be applied.

Acting as a central organ for the trade, it will be the obligation of a publication such as yours to educate the industry to certain principles. It will be your opportunity to try to effect a healthy balance in some cases. I know that it will be the privilege of your publication to be read completely—for here is a whole trade that thirsts for more knowledge in the field and in the office of fencing; for news in general throughout the industry.

Today, and especially today, I would say that there are more "little" fellows in the business than there are "large". The overall result, though not 100% by any means, is that they can erect a fence to perfection but they fall far short on administration or they can sell a fence but they are satisfied with sloppy construction. With the ability of the FENCE INDUSTRY to reach to the far corners of the country for the answers, these people can be rounded out, for their lopsidedness does not particularly harm themselves, but it touches the entire industry.

We can all learn more about business in general and particularly more about our own business. Congratulations on accepting the challenge to help us. Edward Cady, Sales, P. O. Box 143 Bryant Machine Co., Inc. Westfield, Mass.

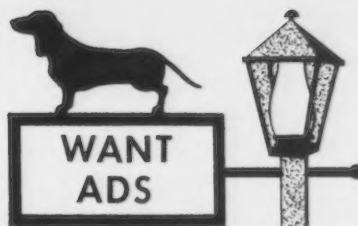


Stanley Silliman

## NO LUMPS PLEASE!

Stanley Silliman, former national secretary of the ornamental iron workers association who for ten years edited the magazine American Ironsmith, offers a few words of advice and casual comments for the edification of FI readers.

Continued next column



— PAYABLE IN ADVANCE —

CLASSIFIED Advertising Rates: \$1.00 per line. Count 6 words to the line. Payment must accompany order.

**MANUFACTURER'S AGENT . . .** sales representative for quality line of fence fittings and not carrying a competitive line. Must have contacts in the fence field. Eastern territory available. Write stating qualifications. Box JA-58-1.

**PRODUCTS MANUFACTURED . . .** fence fittings and gates designed and made to your specific needs. Write or call, Universal Fence & Mfg., Co., 8803 Satyr Hill Rd., Baltimore 14, Md.

**SALES REPRESENTATIVES . . .** wanted by manufacturer of steel picket fence and fittings. Many live areas open for aggressive men who are interested in a good starting draw and commission. Must have car and willing to travel. Sales experience in the construction or fence industry required. Write giving all details. Box JA-58-2.

**WOOD FENCE . . .** ornamental, rustic-wood, post, town and garden, snow and silo. For information, prices, etc., call or write, Lincraft, Inc., Burlington, N. J., Tel. Dudley 6-0783.

**BUY IT—SELL IT—TRADE IT—THROUGH  
A FENCE INDUSTRY CLASSIFIED AD**

FI's reporter gathered the following remarks during his interview with Mr. Silliman: "There is an occasional exception to the rule, but the shop that doesn't bother to use a pyrometer to determine temperature of the material in work, in order to ascertain proper heat and color, is in for trouble. Accurate welding without lumps and bulges is a must for a perfect fence."

"A hand wrought ornamental iron fence is the most expensive of all the types. The work of the artist, the design and planning which goes into this kind of fence also requires a careful selection of metal and it must be of a resiliency adaptable to the twists and spirals required.

"On installation," says Mr. Silliman, "the fence should be set in 12 inches of 30-70 concrete for lasting results. There are many reasons for the increased demand for fencing everywhere however I am sure of one thing, there is no question of a revival and demand for ornamental iron fencing which is rapidly taking its place in the fence industry." . . . and so our reporter left Woodstock, and the artisan who has crafted many beautiful fences for the residents of northern Illinois.

Everyone says **BELL'S** wire is the shiniest on the market! in 50 ft. rolls

CHAIN LINK FABRIC	36"	11 ga.	9 ga.
	42"	14.90	22.00
	48"	16.55	26.00
	60"	18.75	30.00
	72"	23.00	37.00

Hot dip  
galvanized  
after  
weaving



fence mfrs.,  
120 College  
Beaumont, Tex.

Or Circle BUYERS GUIDE Card No. 43



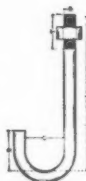
## "U" BOLTS

**GALVANIZED STEEL  
& ALUMINUM  
STANDARD  
& SPECIAL**

**CHAS. HESS CO., INC.**

MANUFACTURERS  
1001 East 46th St.  
Brooklyn 3, N. Y.

## "J" BOLTS



Or Circle BUYERS GUIDE Card No. 44

## HAND-Y CONCRETE MIXER

— GUARANTEED —  
MACHINE QUALITY MIX  
RIGHT IN THE WHEELBARROW

Quick and easy. Ready to pour into post holes, etc. Saves time and labor. Materials are easily blended in wheelbarrow. Hand-y mixer does not allow sand to separate or settle when mortaring wet concrete. Works in all directions. Sturdy hickory handle. Double riveted. Size 1'x7/4"—Wt. 3 1/2 lbs. Cross Pattern. PRICED \$6. each.

**PATRIC G. CHAVEZ**—(Patentee)  
P.O. Box 1269 San Fernando, Calif.

Or Circle BUYERS GUIDE Card No. 45

## Terminal top and rail end combination.



## Malleable Aluminum

for  
2 3/8" OD post  
1 3/8" top rail

Stock #	Price
B-TPT-0 way	20¢
B-TPT-1 way	25¢
B-TPT-2 way	30¢

Easily adaptable  
for any terrain.



fence mfrs.,  
120 College  
Beaumont, Tex.

Or Circle BUYERS GUIDE Card No. 46

## READER'S SERVICE

**FENCE INDUSTRY Buyer's Service Card**, in this issue, (Page 37) can be used to secure information, catalogs, prices, etc., on all advertising and reader items keyed. As you find items of interest check the number appearing with the advice "Circle Buyer's Service Card." Just mail the postage prepaid card to FI . . . or **WRITE DIRECTLY TO ADVERTISERS.**

## LETTERS



### — Going Strong at 65 —

Sirs:

I am returning herewith my subscription to this new fence magazine. I shall be very much interested to see how you make out.

I have been in the Chain Link Fence Industry for 44 years, as salesman, territory manager, Assistant Sales Manager and Sales Manager, and finally, at the age of 65 went into business for myself. Of course, I have seen the growth of the industry, and have contributed my full share to that growth. I have been associated with Anchor, Cyclone, Pittsburgh Steel, Colorado Fuel & Iron and Copperweld Steel Company.

It has been a lot of fun as well as a living; I have many, many friends in the industry, who keep in touch with me, and my own local business, which is in its third year, has finally become "established" and is going strong. So—good luck!

Will J. Murray, 1677 Washington Rd.,  
Murray Fence Co. Pittsburgh 28, Pa.

### — Long Felt Need —

Sirs:

We are in receipt of your bulletin stating you intend to publish a magazine devoted to the fence industry. We have long felt that our industry was in need of such a publication and it will be accepted with enthusiasm throughout the industry.

Peter Van Denburgh, Treas.,  
3131 Franklin Ave.,  
J. R. Quaid, Inc. New Orleans 22, La.

### — Most Happy To Have FI —

Sirs:

We are most happy that our industry now has a publication it can call its own. A good trade publication can do much for the industry in general. Let me point out:

I believe your publication backed by a sound and progressive editorial policy can do a great deal for the betterment of all concerned. I, personally have a great deal of faith in the long term potential open to all of us . . . but the industry is going to have to take a very analytical look at itself and in the near future or face the prospect of cutting its own throat.

N. A. Eddy, Pres.,  
Habitant Fence, Inc. Bay City, Mich.

### — There Is No Cohesion —

Sirs:

I agree that a publication of this type has long been needed. There is no cohesion in the industry and it will doubtless be beneficial to all in the trade to have a common meeting place through the medium of your new publication and perhaps a national association might be engendered in your pages.

R. F. Stiles, U. S. Mgr.,  
2209 Fordham St.,  
McKinlay, Watson Co., Ltd.,  
Hyattsville, Md.

### — In Search Of Products —

Sirs:

We are sellers of wood products and we are contemplating adding steel posts and wire to our inventory. We would like to know the manufacturers and importers of this kind of material.

T. H. Ooas, Mgr., P. O. Box 2004  
Montana Pole & Treating, Butte, Mont.

Sirs:

I would like to reach a wholesale supplier of half round white cedar picket fencing for this area. I saw an installation of a Lubbock, Texas firm using the precise material I want.

Phil Roman, 1546 San Mateo  
All-State Fence Co. Hobbs, N. M.

Sirs:

We are in the market for a manual or list containing the names of the suppliers of the latest in earth digging tools and fence stretchers, etc. Any information you can supply will be helpful.

G. A. Hemond, 58 Rathbun St.,  
Hemond Bldg. Specialties,  
Woonsocket, R. I.

Sirs:

One of our trustees suggested we get in touch regarding securing a sales agency for ornamental iron fences. We would like to secure a fence immediately, install it around our store and then sell fences, hitching posts and cast-iron furniture.

Alden B. Hare, Disabled Vets  
Antique and Cabinet Shops, Inc.  
5220 Mayfield Rd.,  
Cleveland 24, O.

Sirs:

Kindly forward price and delivery with illustrated literature on designs available along with weights f.o.b. point on aluminum railings, posts for fencing, two single car swinging gates, and one walk gate with suitable latches and supporting posts. We would be pleased to have your recommendation on the weight and strength to make this fence serviceable for mild vandalism. Can you advise sources?

D. R. Ladore, Walkerville, Ont.  
Ladore & Co. Ltd., Canada.

Sirs:

Please advise where we may purchase the steel picket fence shown in the enclosed clipping. We are in need of this information right away.

Marion King, Custom Vent  
Awning & Fence Co. Greenville, Miss.  
P. O. Box 5146

*Editors Note: The fence sought by Miss King is made by Robertson Steel & Iron Co., Cincinnati, Ohio. Our Buyers Service is being set up to attend to inquiries of this nature without any costs to our subscribers or readers. Our letters printed in this issue indicates the scope of Fence Industry. A volume of correspondence of this nature arrives daily from every state including Canada, and other countries. We have merely selected a letter, each from a different state so that you may note the interest engendered by this publication. We thank all of you who have made it possible for us to get this baby onto its feet.—ED.*

# Fence Industry

## TRADE NEWS

EASTERN REPRESENTATIVE:  
Cyril Lee Ellison,  
Suite 706 — 507 Fifth Avenue  
New York 17, N. Y. — Tel. MU 2-2444

WESTERN REPRESENTATIVE:  
The James Munford Company,  
1425 Mission Street,  
S. Pasadena, Cal. — Tel. RYan 1-3397  
or . . . 420 Market Street,  
San Francisco, Cal. — Tel. DO 2-3899

ELLISON PUBLICATIONS, INC.

127 N. Dearborn Street • Chicago 2, Illinois Tel. RAndolph 6-2120

Fence Distributors  
Fence Manufacturers  
Fence Fittings Wholesalers  
Fence Equipment & Tools Suppliers

Gentlemen:

The INTERNATIONAL DIRECTORY of Fence Materials, slated to be published soon, will list your company FREE. Your only obligation is, to fill out the listing form (next page) as completely as possible and to return it to this office promptly.

Your listing can only be as valuable and informative as the information you submit. It will also be helpful in serving others requesting sources of supply information from this office.

As we do not desire to publish incorrect information, the form must be signed by a responsible member of your company.

There will be 4 listings sections in the Directory. All cross referred, plus a technical information section.

- |                                   |                                |
|-----------------------------------|--------------------------------|
| 1 . . . Main company listings.    | 2 . . . Products Classified    |
| 3 . . . Trade Names (Identified). | 4 . . . Suppliers outside USA. |

Compiling a worthwhile and complete directory requires many months of tedious work. Therefore, reserving your advertising or placing your listings information in our hands immediately, will make it possible for us to process your listing properly.

Our Directory issue will contain information not to be found in any single publication in the world today.

It will fulfill a long needed want in this industry and will serve thousands of firms as a buying information guide.

Being properly represented in the INTERNATIONAL DIRECTORY of Fence Materials should be a must for your company.



*Cyril Lee Ellison*

Editor & Publisher

FENCE INDUSTRY Trade News and the INTERNATIONAL Directory of Fence Materials is the only trade magazine and directory to be published exclusively for all FENCE ERECTORS; Contractors; Fence Manufacturers and Suppliers.

# Mail at once for your **FREE** Listing

(USE TYPEWRITER OR PRINT)

(attach extra pages if necessary.)

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

ZONE-STATE

Branch Offices \_\_\_\_\_

## PLEASE CHECK ☒

ERECTOR \_\_\_\_\_ CONTRACTOR \_\_\_\_\_ MANUFACTURER \_\_\_\_\_ DISTRIBUTOR \_\_\_\_\_ EXPORTER \_\_\_\_\_  
IMPORTER \_\_\_\_\_ FABRICATOR \_\_\_\_\_ WHOLESALE \_\_\_\_\_ RETAIL \_\_\_\_\_ / of FENCE \_\_\_\_\_ GATES \_\_\_\_\_ POSTS \_\_\_\_\_  
FITTINGS \_\_\_\_\_ SUPPLIES \_\_\_\_\_ TOOLS \_\_\_\_\_ EQUIPMENT \_\_\_\_\_ ELECTRIC FENCERS \_\_\_\_\_ CABLE \_\_\_\_\_ GUARDS \_\_\_\_\_

MANUFACTURERS . . . when listing your fence products, indicate whether aluminum, coated, colored, chain-link, type of wire (barbed etc.), ornamental iron, steel, block, corrugated, picket, wood, etc.

## EXECUTIVES (NAMES and TITLES)

FENCE ERECTORS . . . if you own specific trade names to identify your work, your company or a product, be sure to list under trade names column.

## CREDIT REQUIREMENTS

## CATALOGS AVAILABLE

YES \_\_\_\_\_ NO \_\_\_\_\_ (✓ PLEASE CHECK)  
FREE . . . . . PAID . . . . . PRICE

## ADDITIONAL INFORMATION:

## DISTRIBUTORS-SALES AGENTS NAMES-ADDRESSES

DATE \_\_\_\_\_ 1958

## IMPORTANT-PLEASE NOTE:

Is advertising desired in conjunction with listings?  
YES \_\_\_\_\_ NO \_\_\_\_\_ (If YES!) Sign and return advertising form indicating space desired so that your Main Company and Product Listing/s may be set in bold faced type. (See rates on order page).  
The Publisher reserves the right as to use and to limit the size and number of listings submitted for FREE listing purposes. Write for advertising rates.  
Order form is deleted from this issue

FENCE INDUSTRY Trade News, International Directory of Fence Materials, 127 N. Dearborn St., Chicago 2, Ill., U.S.A.

Signature \_\_\_\_\_ Title \_\_\_\_\_

YOUR LISTING IS FREE NO OBLIGATIONS. Send in your catalog or circular matter with this form to aid us in listing your company.  
**Advertisers Are Listed in Bold Type - Write for Advertising Rates**

✦ Tear off page and mail at once to insure free listing.

## LIST YOUR PRODUCT

DO NOT LIST PRODUCTS unless you are a manufacturer, wholesaler, importer or exporter-or sole sales agency.

## TRADE NAMES (List and Identify) Only those you have authority to use.



# Your Invitation . . . To Sell 8 Markets for the price of 1

**JUST 5 MINUTES OF YOUR TIME TELLS HOW TO**  
**Reach 10,900 Buyers**  
**• IN A MULTI-BILLION \$ MARKET •**

## 1 FENCE ERECTORS

Who buy fence materials, fittings, posts, gates, fence construction equipment, castings, tools and other countless related products necessary to the maintenance and erection of fences.

## 2 CONTRACTORS

Leading building contractors and engineers who blueprint the construction jobs, for highway, industrial and institutions, who sub-contract or erect fences.

## 3 ELECTRIC PRODUCTS

The electric fence is a well known product today and serves to protect industrial plants, farms and institutions. There are many suppliers of electric fence controllers, and fence wire.

## 4 CO-OPERATIVES

Volume buyers and a lucrative market for barbed wire, farm fences, posts, electric fences, tools, nails, brads and a host of other products allied the business of erecting fences.

## 5 WHOLESALEERS

Distributors, jobbers, importers, exporters, sales agencies and manufacturers of fence materials, equipment and fittings who are not in the business of erecting fences.

## 6 ORNAMENTAL IRON

The fabricators and shops that are engaged in the production of fence, gates, fittings and ornamentation and their installation. Many in this category erect wire, chain link and aluminum fences.

## 7 GOVERNMENT AGENCIES

Federal, state, county and city purchasing agents. County agents, engineering and park superintendents including park commissioner's offices.

## 8 WOOD FENCE

An ever-growing market. The erectors, importers, landscapers, fabricators of wood fences and suppliers are in many cases also in metal, wire etc. and vice versa. Some specialize. This market includes posts, cable-post highway fences, supplies.

Now you can .

Complete coverage in the U.S.A. also  
U.S. Possessions—Latin America—Canada

Every month

## GET YOUR SALES STORY ACROSS!

### THE FENCE BUSINESS IS BIG BUSINESS

**FENCE INDUSTRY Trade News** presents an opportunity to you, to sell a market covered by no single publication today. It will reach the people who make the buying decisions in the multi-million dollar organizations who manufacture and erect fences and supplies as well as to thousands of others in the industry who require information concerning sources of supply. **FENCE INDUSTRY Trade News** will give you thorough coverage in all the fields listed above, any one of which would justify using this media to promote the sales of your products.

There will be many bonus issues of **FI** due to market testing for increased circulation insuring issues reaching 15,000 copies. You can benefit without added cost.

A steady diet of advertising in future issues of **FI** will assuredly **BUILD SALES . . .**

**Write for advertising rates/or your advertising agency.**  
**Representative offices located on both coasts to serve you.**

**EASTERN**  
Cyril L. Ellison,  
Fence Industry,  
Suite 706,  
507 Fifth Ave.,  
New York 17, N.Y.  
Tel. MU 2-2444

**WEST COAST**  
James Munford Co.  
1425 Mission St.,  
S. Pasadena, Cal.  
Tel. RYan 1-3397  
or—420 Market St.,  
San Francisco, Cal.

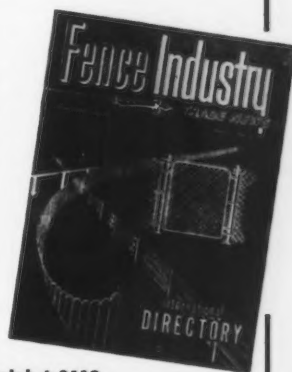
Principal Office

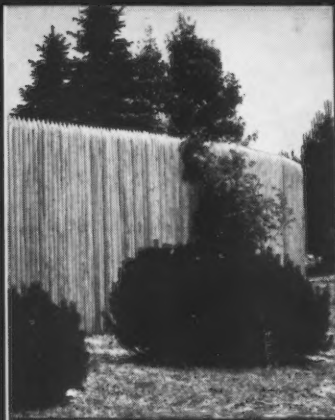
127 N. Dearborn Street

**Fence Industry**  
**TRADE NEWS**

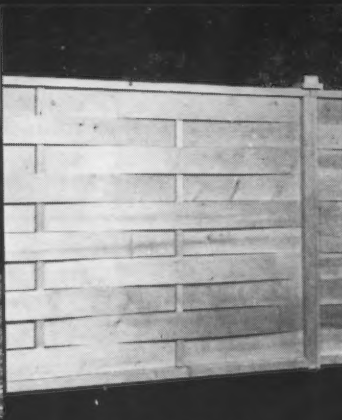
Tel. RAndolph 6-2119

Chicago 2, Illinois, U.S.A.





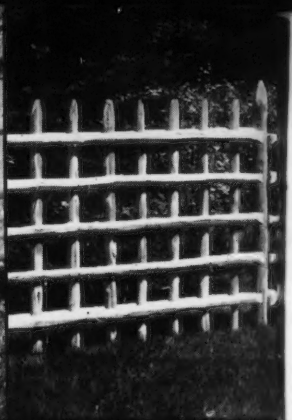
Goodwill



Basket-Weave



Post & Rail



Lattice



▲ Lawn Table ▼ Paling

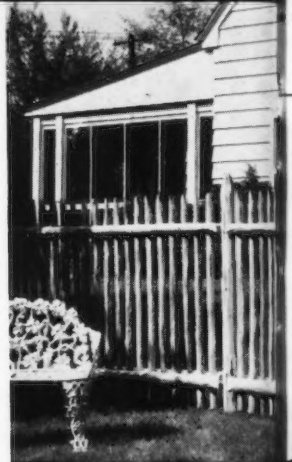
## You are looking at the most complete line of wood fence and yard accessories in the country!

Habitant has been America's most popular wood fence for over 35 years. Built in the country's largest plant devoted exclusively to wood fence, using only top quality materials and top flight workmanship. Factory-fabricated to fit your customer's individual lot line, delivered assembled, ready for easy installation. It is not necessary to stock or inventory Habitant. There's a fence or yard unit for every purpose, every taste, every purse.

Dealerships available. Write for details on the handsome, fast-selling Habitant line, and for new folders, brochures, specifications and price lists.



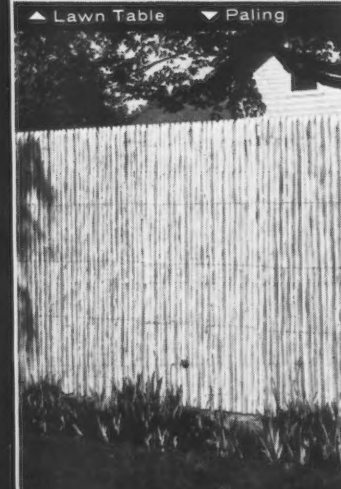
BAY CITY 23, MICHIGAN



▲ Picket ▼ Lamp L



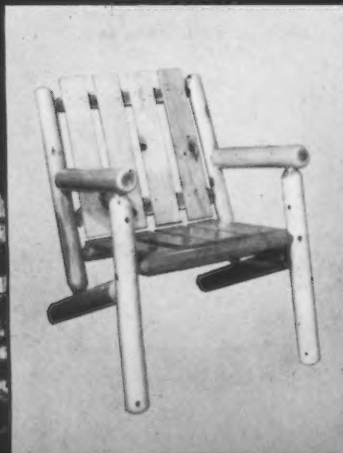
Country Squire



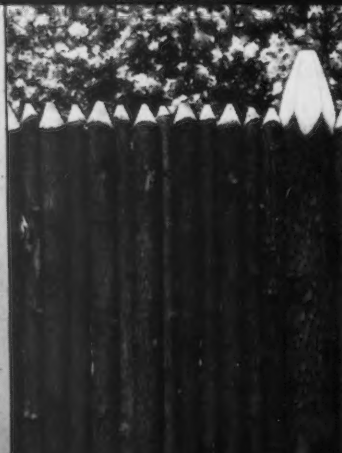
Stockade



Lawn Chair



Mackinac Bark



# Fence Industry

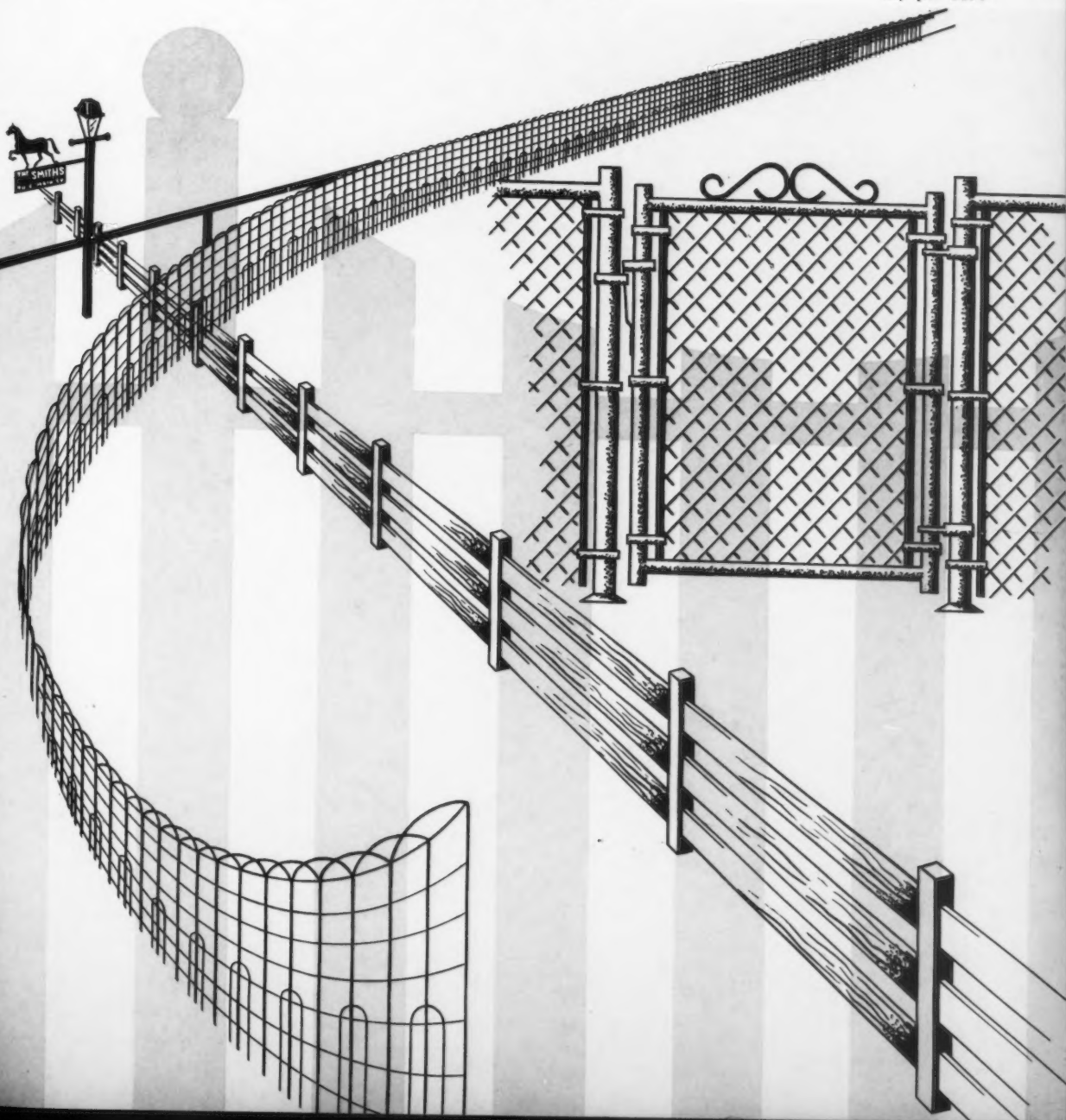


TRADE NEWS

SEPTEMBER 1958

The Journal of All Fence Erecting

60¢ per COPY



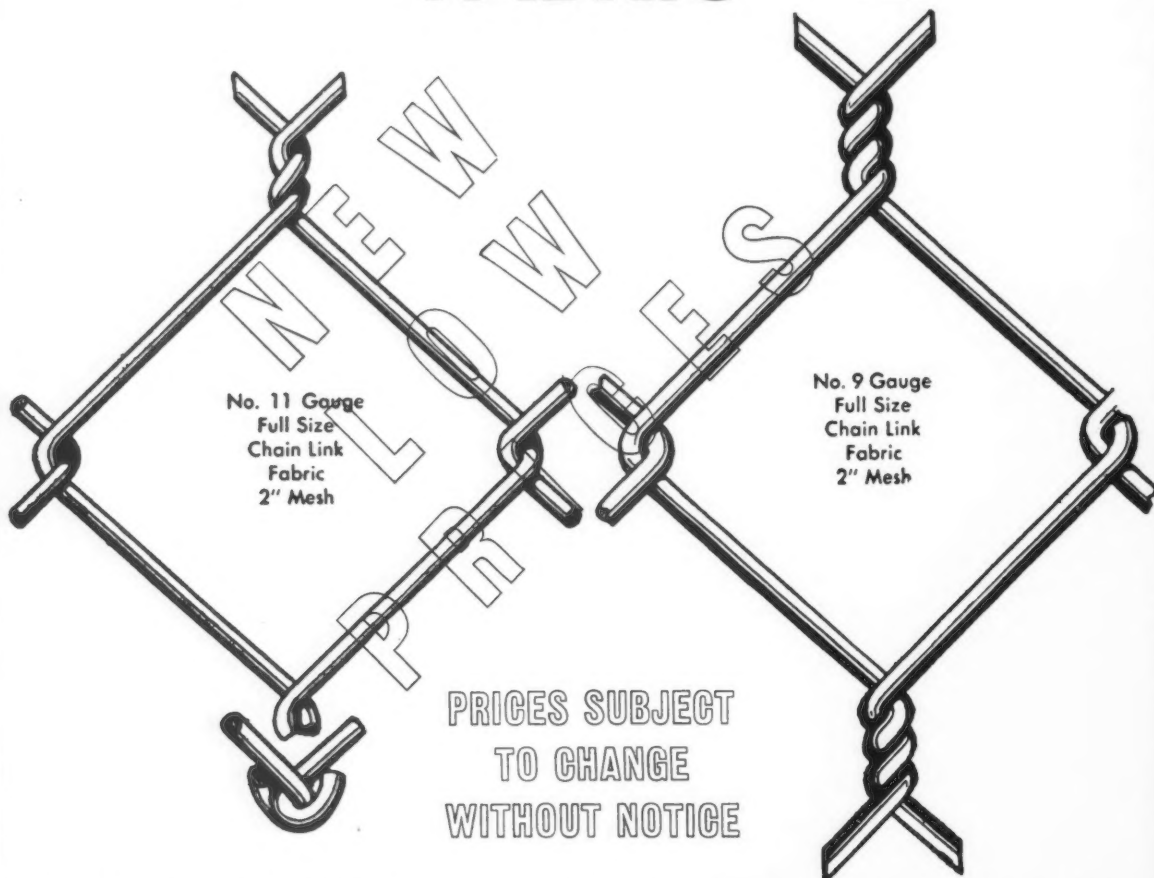


Refer to  
List 1058

This list supercedes all previous lists. All prices F. O. B. New Orleans.  
Terms: Net, Cash. All prices subject to change without notice.  
Our terms are net cash 10 days to firms listed in Dun & Bradstreet with good  
credit rating and net C.O.D. to all others.

Refer to  
List 1058

# FABRIC



PRICES SUBJECT  
TO CHANGE  
WITHOUT NOTICE

**ALL FABRIC GALVANIZED AFTER WEAVING 3', 3½' & 4' Fabric Knuckled on One Edge and Twisted & Barbed on Other. All Other Heights Twisted & Barbed on Both Edges.**

11 GAUGE	
HEIGHT	PRICE PER HUNDRED FT.
3'	16.15
3-½'	18.08
4'	20.63
5'	25.55
6'	30.31
7'	36.52

9 GAUGE	
HEIGHT	PRICE PER HUNDRED FT.
3'	25.55
3-½'	30.15
4'	34.19
5'	42.15
6'	50.72
7'	60.13
8'	67.55
9'	76.96
10'	87.63
11'	97.36
12'	106.15

6 GAUGE	
HEIGHT	PRICE PER HUNDRED FT.
3'	49.21
4'	63.19
5'	74.38
6'	90.82
7'	108.49
8'	126.94
9'	144.82
10'	162.71

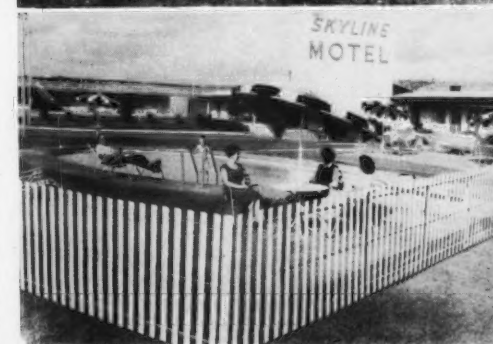
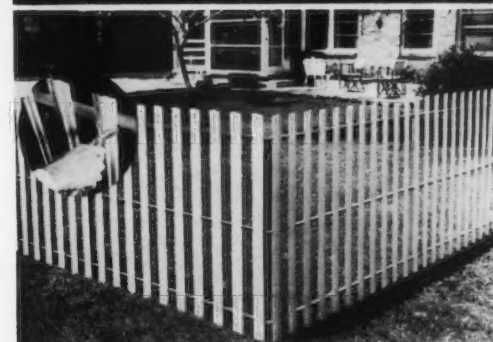
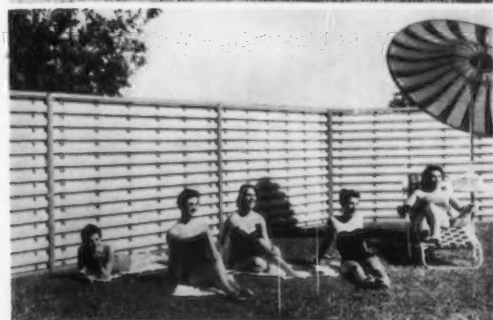
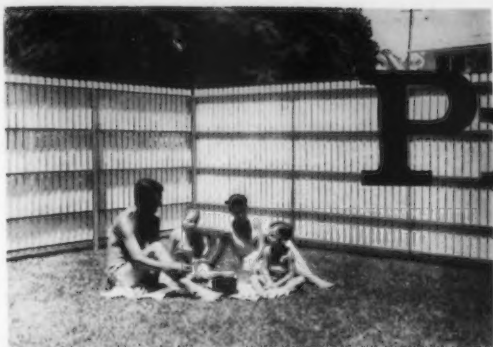
**TENSION WIRE**  
12 Gauge double twist 1320'  
per roll. • \$8.69 per roll.

**BARB WIRE**  
4 POINT—1320' PER ROLL—\$8.69

PHONE  
Whitehall 9-2728

**J. R. QUAID, INC.**  
3131 Franklin Ave. New Orleans, La.

PHONE  
Whitehall 9-2728



# Profits!

P  
A  
N  
E  
L  
-  
V  
E  
N  
T  
F  
E  
N  
C  
E

Patented PANEL-VENT®—a new and *profitable* line of rust-proof galvanized steel fence in a wide choice of colorful baked enamels... Three beautiful styles, five heights, from 2 to 6 feet... quick & easy installation!

Very exclusive dealerships or manufacturing rights are now available .....

For further details on obtaining a dealership or exclusive manufacturing rights, fill in the coupon below, and mail it today!

fill in and mail today!

**APC** CONSUMER PRODUCTS DIVISION  
P. O. Box 110 • Dallas 5-3301  
MINERAL WELLS, TEXAS

name \_\_\_\_\_

address \_\_\_\_\_

city & state \_\_\_\_\_

Or Circle BUYERS SERVICE CARD No. 31

The Journal of all Fencing and Erecting

## CONTENTS

### FEATURES

How the Steel Picket Originated	Boyd E. Lovell	7
Foreign Trade in Changing World	Leland I. Doan	11
Right or Wrong in Labor Relations		14
Lowdown on SBA Loans	Larston D. Farrar	24
Canadian Fence Erector		27

### METHODS

Materials Handling Equipment	Howard M. Palmer	9
Kaiser Aluminum Livestock Pen		13
Storage for Rails and Posts		16
Two Way Gate	Jean Lyon	17

### SALES

Largest Fence Contract	Quentin M. Lambert	6
Fence Potential in Alabama	Wendell R. Givens	23
Awards—Projects—Proposals		33

### TECHNICAL

Fence Design in Redwood		19
Iron Fence Features		29
Products and Processes		31

### DEPARTMENTS

Editorial		2
Washington Report	Larston D. Farrar	4
Catalogs Available		30
Fence Service Aids		32
Changed Your Address Lately		34
Information—Notices of Importance		36
Letters to the Editor		38

Edward H. Ellison  
Editor and Publisher

Robert Connor  
Assistant Editor

Rose Kaner  
Business Manager

James Patterson  
Circulation Manager

Cyril Lee  
Advertising Manager

Andrew Levasseur  
Art Director

FENCE INDUSTRY Trade News, September 1958. Published monthly by Ellison Publications, Inc. (Executive and Editorial Office) 127 N. Dearborn St., Chicago 2, Illinois, U.S.A. Edward H. Ellison, President; R. Ellison, Secretary.

ADVERTISING: Refer all advertising as well as editorial matter to Fence Industry, 127 N. Dearborn St., Chicago 2, Ill. Telephone: RAndolph 6-2119—6-2120.

NEW YORK ADVERTISING REPRESENTATIVE: C. Ellison, Fence Industry, 507 Fifth Ave., New York 17, N. Y. (Suite 706) Tel. MUrray Hill 2-2444.

CLOSING DATES for advertising for each issue is the first of the month preceding date of issue. Directory issue out December (annually) closes October 15th.

SUBSCRIPTION RATES: United States, U. S. Possessions and Canada: One year \$4.00 — Three Years \$8.00 (Canada add 50c to annual subscription for special handling.) Foreign: One year \$5.00 — Three years \$12.00 . . . Payable U.S. funds.

MANUSCRIPTS, photos, drawings and other material submitted for editorial consideration, are sent at contributors' own risk. Return postage should be included otherwise material will not be returned.

COPYRIGHT Ellison Publications, Inc., 1958 © — All rights reserved.

Accepted as controlled circulation publication at Pontiac, Illinois . . . P. O. send form 3579 to 127 N. Dearborn St., Chicago 2, Illinois.

## It Stands To Reason!

### EDITORIAL

If you stock it—You won't knock it. If you can't sell it, leave the door open for someone who can. The salesman who leaves a prospect without the sale may be leaving the door wide open for his competitor. True, he has broken down some of the resistance and has made the follow-up easier for the competitor nevertheless there isn't a salesman alive who hasn't had the identical opportunities. The point is to leave the prospect with the definite idea that he needs the product. In working along these lines competitors help each other, whether they know it or not.

In analyzing some sales approaches we find: the wood fence salesman saying his product is best because it offers every opportunity for color, flexibility, design and a variety of styles to blend with the surroundings.

In ornamental iron they say that no product exists that can compare with this type of fence and railing because of beauty, design, the lasting qualities of the product and the fact that real craftsmanship goes into the making and therefore nothing else should be considered.

The chain link fence salesman continues with the obvious approach based on privacy, safety, lasting qualities and price factors. This identical approach has been noted in promotions directed to both residential and industrial prospects.

The many reasons propounded for buying one type of installation in preference to another are probably justified and there is no doubt of the factors of truth in these claims. However, it is not the purpose of FENCE INDUSTRY to extol the values of one type of fence in preference to the other but to sell the manufactured products produced by the industry in their entirety.

Today, the firm in the business of selling fence materials and installation service must be prepared to talk shop about anything and everything the industry has to offer. If you are in the fence business it is presumed that you know all there is to know about fences. The prospect who finds that your knowledge is thin isn't going to be easy to sell . . . or to sell at all. The answer is obvious, keep informed.

The pages of FENCE INDUSTRY each month may be instrumental in aiding you in your sales efforts, giving you a better picture of all the products available in the field and to use for discussion when you call on a prospect. And better yet, if the products you sell appear in its pages it is assumed that it has recognition.

Fence companies everywhere are awakening to the fact that in order to avoid *lost sales* they must be in a position to sell every type of structure available. Unless you are a top-rung manufacturer with other outlets you cannot afford to ignore profitable lines.

Many of the manufacturers in this field are most anxious to by-pass fence erecting jobs entirely. They find they cannot afford this luxury without some assurance of maintaining their output and the quality of workmanship which goes with their trade named products. It appears to this editor that this problem might be solved by the establishment of independent sales agencies who could be regulated by policies and methods to be applied to specific products.

Now about farm fences. Farmers live in houses, great numbers of these houses are fine structures. Do they buy chain link and other types of fences? You bet they do! Comparable to the best. Where do they buy them? Mostly from the mail order firms, Sears and the like. Our files are already loaded with photographs and articles which will appear in future issues concerning fences farmers buy for homes, pools and so forth. This is a tremendous market worth looking into by any progressive fence company.

If there's anything you would like to say through the pages of FI send it on. Constructive or interesting items of any import will be welcomed by the editors. *It Stands To Reason* that we will not publish anything which includes comparisons tending to build the values of one product at the expense of another.

Edward H. Ellison—EDITOR

Everyone says BELL'S  
wire is the  
shiniest on  
the market!  
per 100'  
in 50 ft. rolls



CHAIN  
LINK  
FABRIC

	11 ga.	9 ga.
36"	14.90	22.00
42"	16.55	26.00
48"	18.75	30.00
60"	23.00	37.00
72"	27.10	44.00



fence mfrs.,  
120 College  
Beaumont, Tex.

Hot dip  
galvanized  
after  
weaving



fence mfrs.,  
120 College  
Beaumont, Tex.

Easily adaptable  
for any terrain.

Terminal top and rail  
end combination.  
Malleable  
Aluminum

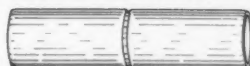


Stock #	Price
B-TPT-0 way	20¢
B-TPT-1 way	25¢
B-TPT-2 way	30¢

for  
2 3/8" OD post  
1 3/8" top rail

**GALVANIZED DE LUXE TOP-RAIL SLEEVES**

Top  
Quality



Prompt  
Shipment

for 1 1/2" O.D. Pipe . . . 300/sack only 9 1/2¢  
for 1 3/4" O.D. Pipe . . . 200/sack only 17¢

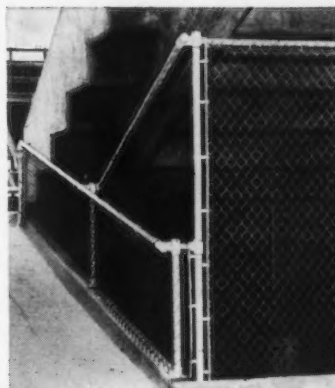
**THE BELL FENCE  
and Galvanizing Company, Mfrs.**

120 College Street

Beaumont, Texas

Or Circle BUYERS SERVICE CARD NO. 43

**NO  
THREADING  
NO  
WELDING  
UP TO  
30% SAVING**  
on pipe frames built  
with  
**NU-RAIL®**  
fittings



You'll find many ways to speed up fence frame construction and cut down on erection costs with NU-RAIL Slip-On Fittings. Simply slip the fitting on the pipe, tighten the set-screws with a hex wrench—that's all there is to it. With five basic fittings you can make up any combination for any fence arrangement. There's no threading or welding, and pipe cutting is reduced to a minimum.

Leading distributors handle these aluminum fittings, both NU-RAIL and the lighter duty SPEED-RAIL Fittings. Write for descriptive Bulletin #15-F.

Or Circle BUYERS SERVICE CARD NO. 33

**THE  
HOLLAENDER  
MANUFACTURING  
CO.**

3841 Spring Grove Ave.  
Cincinnati 23, Ohio

FENCE INDUSTRY

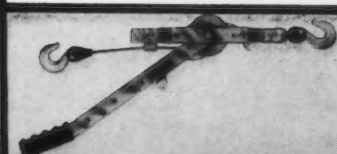
**\*special offer!**



**THE MAASDAM DE LUXE POW'R-PULL IN ACTION**  
operates in any position; saves time & manpower!

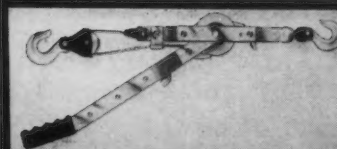
**DE LUXE MODEL 144 D-6**

1 ton capacity, 20-1 power ratio; Maximum lift 12 ft.; Safety tested to 50% overload.



**Standard  
Model 144 S-6**

1 ton capacity  
Maximum lift 12 ft.  
Safety tested to  
50% overload



**Standard  
Model 144 SB-6  
(with Snap-Block)**  
2 ton capacity  
Maximum lift 6 ft.  
Safety tested to  
50% overload

**\*special offer!** (LIMITED TIME ONLY)

**Coupon worth \$5.00 toward the purchase of:**

• De Luxe Model 144 D-6 • Standard Model 144 S-6  
• Standard Model 144 SB-6 with Snap-Block. All models  
equipped with 3/16" aircraft cable rated 4200 lb. Average  
wt. of each unit 7 lb.

This coupon below is worth \$5.00

**\$5.00**

Please send me the following Maasdam Pow'r-Pull Units:

(quantity) \_\_\_\_\_ MODEL 144 D-6, \$21.95 with coupon  
(Reg. \$26.95)

(quantity) \_\_\_\_\_ MODEL 144 S-6, \$19.95 with coupon  
(Reg. \$24.95)

(quantity) \_\_\_\_\_ MODEL 144 SB-6, \$24.95 with coupon  
(Reg. \$29.95)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**TERMS CASH OR APPROVED CREDIT**

☐ Check Enclosed ☐ Send C.O.D. ☐ Bill Us

**\$5.00**

**Satisfaction Guaranteed or your money refunded**

Take Coupon to your nearest dealer or send directly to

**Maasdam POW'R-PULL**

DEPT. A • 13433 CHANDLER BLVD. • N. HOLLYWOOD, CALIF. • 91606

Attractive Dealer Opportunities Available

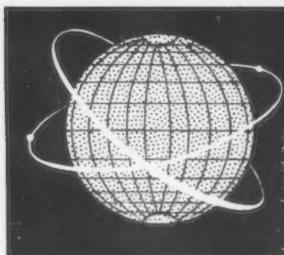
**SEND TODAY FOR FREE CATALOG** describing complete  
line of MAASDAM POW'R PULL products for fence erectors.

Or Circle BUYERS SERVICE CARD NO. 42

SEPTEMBER 1958

3





## BUSINESS TRENDS

# Bulletin

WASHINGTON REPORT . . . by Larston D. Farrar, Washington, D. C.

The biggest economic news out of Washington, as fall begins, is that Uncle Sam is beginning to ladle out federal funds on a more massive scale than ever before in peacetime.

In this fiscal year, which began July 1, the federal government will spend more than \$80 billion. Coupled with liberal credit, this will stimulate the economy greatly, in the view of most economists. Considering also the uneasy international situation, it all probably means that there will be more signs of an upturn in September than there have been since the downturn was halted in May.

A year ago, this month, signs of the downturn became evident. This may be the month in which signs of an upturn become more evident than they have been since the sidewise movement began in May. If a flood of federal money, and easy credit, can cure the recession, it may certainly be shortlived.

Yet, the excessive government spending will pose new problems for everyone in business. The national debt limit, already raised to \$285 billion, undoubtedly will have to be pegged at \$300 billion or more by next year, or early '60. This will make higher taxes virtually inevitable. Since local and state governments also are living beyond their incomes, comparable tax increases may be expected by government units.

Your big trouble in a few months may not be selling fences so much as it will be in showing a profit after meeting all the higher costs involved in doing business—including higher taxes. Watch your pricing constantly.

TAX relief for small businessmen—minimum relief, in the view of many small business spokesmen—was scheduled to be voted by Congress before adjournment.

This legislation provides for more liberal depreciation allowances, easier estate tax treatment and a "tax break" on operating and investment losses in small businesses. It definitely will make it easier for small businessmen to get investment funds from wealthier individuals by making it possible for them to deduct losses, if these occur.

It may pay you—and your lawyer—to study this new legislation for possible benefits that may accrue to you.

CONSUMERS still need more than a nudge from salesmen to part with their cash.

That's the conclusion of the latest Federal Reserve Board survey of consumer buying intentions. While people are not as "bearish" about the economy as they were six months ago, nevertheless more of them are pessimistic about their own chances than was true earlier this year.

This psychological feeling is just the opposite of that held by consumers in the downturn in 1954. Then, most of them felt that the economy would go lower, but that they, as individuals, would be better off in '55. Now, most people feel that the economy will turn higher, but that they, individually, may not be as well off in '59. It is possible that this psychology will delay the upturn.

It's up to salesmen and management to reverse the thinking of prospects. This is the time of the "intelligent sell," and salesmen not only should choose their prospects wisely, in order to use their time more economically, but learn better how to encourage the prospects to buy now.

(MORE ON PAGE 35)

FIRST CLASS  
PERMIT NO. 50776  
CHICAGO, ILL.

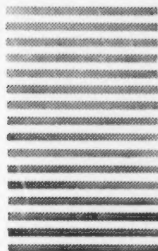
**BUSINESS REPLY CARD**

postage stamp necessary if mailed in the United States

Postage will be paid by

**FENCE INDUSTRY**

**127 N. Dearborn Street,  
Chicago 2, Illinois**



Circulation Dept.

# Fence Industry

THE ONLY FENCE PUBLICATION

.......... TRADE NEWS .....

PLEASE STATE YOUR LINE OF BUSINESS

Please Enter My Subscription to FENCE INDUSTRY Trade News for

☐ 3 Yrs. at \$8.00 (in U.S.A.) ☐ 1 Yr. at \$4.00 (in U.S.A.) ☐ Bill Us ☐ Check Enc.  
Canada, Cuba and Mexico; add 50¢ to annual price. Other countries add \$1.00 for special handling.

Company Name

Ordered by

Street and Number

City and Zone

State

For the Fence Erector, Manufacturer and those serving this industry.

To help us serve you please ☒ ERECTOR ☐ MANUFACTURER ☐ DISTRIBUTOR ☐ CONTRACTOR ☐  
EXPORTER ☐ IMPORTER ☐ SALES AGENT ☐ WHOLESALE ☐ RETAIL ☐

THIS IS A SPECIAL OFFER SENT ONLY TO A SELECT GROUP—SUBSCRIPTION INCLUDES

★ The International DIRECTORY of Fence Materials ★  
**TODAY?—THANK YOU!**

## Little Beaver / Pack Back Post Hole Diggers

# 2 MODELS / HAYNES 300

To Fit Your Needs



Pack Back

HAYNES 300

These machines were designed  
for the commercial fence erector

Two great machines with equal hole digging ability but of different design to best fit your particular operation. These machines have features that offer more speed and economy in post setting operations—find out to-day about the easy and complete one man operation for your post hole digging jobs.

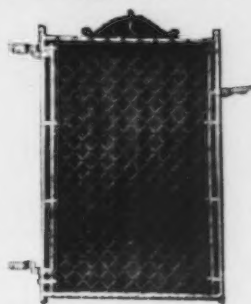
For Full Details See Your Dealer or Write

**HAYNES Manufacturing Co.—Box 191—Livingston, Texas**

Or Circle BUYERS SERVICE CARD NO. 120

## National Fence Corporation

THE FINEST IN  
QUALITY  
FENCE MATERIALS



### BEST GATES MADE

All welded—All galvanized after—No sagging corners—No rusty welds—Full 9 gauge chain link—Then galvanized after; special gate wire; 3/16" x 3/4" bars—Tension bands with bolts and nuts—Complete with hinges—Scroll and all hardware and locking device that can be padlocked.

HEIGHT	3' Single	3-1/2' Single	4' Single	8' Double	10' Double	12' Double
3 Feet	\$ 9.90	\$10.50	\$10.90	\$22.50	\$24.00	\$26.75
3-1/2	10.40	10.90	11.75	23.50	25.00	27.75
4 "	10.90	11.75	12.00	24.00	25.86	29.30
5 "	13.10	13.30	14.50	26.50	28.50	30.50

## CHAIN LINK WIRE

This fabric FULL 9 gauge, then galvanized after being fabricated. GUARANTEED to meet all Federal specifications. Exact 2" mesh — STAYS BRIGHT.

2 x 11 x 36" — \$16.75 C-ft.	2 x 9 x 36" — \$26.35
2 x 11 x 42" — 19.50 C-ft.	2 x 9 x 42" — 32.10
2 x 11 x 48" — 22.00 C-ft.	2 x 9 x 48" — 35.41
2 x 11 x 60" — 28.58 C-ft.	2 x 9 x 60" — 44.13
2 x 11 x 72" — 33.15 C-ft.	2 x 9 x 72" — 52.37
	2 x 9 x 84" — 62.87

Write for our LOWER prices f.o.b. Manufacturing Plant on this wire.

## COMPETITIVE RAIL and POSTS

Hot Dipped Galvanized

1-3/8" OD x 21 Feet—Extra strong top rail—.75 lbs per ft. \$10.85 C-ft.	
1-5/8" OD x 5-1/2 Feet—Extra rigid line posts—1.05 lbs per ft. .80 each	
2-3/8" OD x 5-1/2 Feet—Extra rigid terminal posts—1.50 lbs per ft. 1.32 each	

## COMPETITIVE FITTINGS

We carry a complete line of all fittings, including standard weight pipe, tubing and fabric.

	Price per 100
2-3/8" OD Terminal Caps	\$13.50
2-3/8" OD Rail bands w/bolts and nuts	8.40
2-3/8" OD Tension bands w/bolts and nuts	7.75
1-3/8" OD Aluminum rail ends	11.40
1-3/8" OD Galvanized couplings 6" long	10.00
11 Gauge aluminum hooked ties 6-1/4"	.75
9 Gauge aluminum hooked ties 6-1/4"	1.00
1-5/8" OD x 1-3/8" OD Line caps, aluminum	13.50
3/16" x 3/4" x 47" Tension bars	33.00

TERMS: Check to cover shipment or 25% with order and balance c.o.d.—F.O.B., New Orleans. SHIPMENT made same day your order is received. Orders accepted for any quantity.

SPECIAL DISCOUNTS allowed for carload or truck load.

If you want the best products obtainable at reasonable prices and top service contact NATIONAL FENCE To Day!

# NATIONAL FENCE CORPORATION



3449 Tchoupitoulas Street  
Tel. Twinbrook 9-8255

New Orleans 15, La.

Or Circle BUYERS SERVICE CARD NO. 121

## America's Only 3-WAY FENCE and GATE TOOL



- STRETCHES
- LIFTS
- ALIGNS

**\$22.50** LIST

Jobber Inquiries Invited  
Chain link, barbed and tension  
wire gates and fences are  
positioned in taut clamping  
alignment. Cap. 2000 lbs.;  
Wt. 9 lbs.; Lifts, Pulls to 24".  
Fully guaranteed.

Order your PULJAK today  
or write for new descriptive  
catalog sheet.

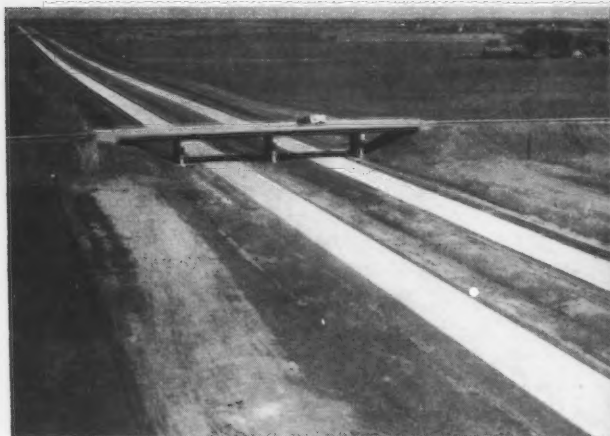
DOK

*Dockendorff & Co. Inc.*

606 Lindley Street • Bridgeport, Conn

Or Circle BUYERS SERVICE CARD NO. 34





## LARGEST FENCE CONTRACT

1,566,150 Linear feet of fence and gate materials will be erected on the new Illinois toll highway. Two long established Chicago fence companies get contract as a joint venture. More than 3400 miles of heavy coated galvanized 9 gauge wire was used in the manufacturing process.

One of the largest single fencing contracts ever awarded in the highway construction field was awarded January 11, 1957, by the Illinois State Toll Highway Commission to the joint venture of Chain Link Fence Corporation of Chicago and Chicago Fence & Equipment Company in the amount of \$1,397,615.99.

The contract calls for the furnishing and erecting of permanent fencing, involving approximately 564,300 linear feet of chain link fence for use in urban areas, 985,600 linear feet of farm fence for rural use, 8,100 square feet of stream gate, and 8,150 linear feet of stream crossing materials.

Workmen are currently erecting fencing along the right-of-way of the completed sections of the 187-mile Illinois Tollway as one of the final stages of preparing for the opening of the first sections of the tollway to traffic in August.

First section to be opened is the 76-mile Northwest Tollway on August 20. The Northwest Tollway starts at a direct connection with Chicago's Northwest Expressway and extends northwest past O'Hare Airport, Elgin, Belvidere and Rockford. Here the tollway turns due north to South Beloit to a connection with an

interstate route leading across the Wisconsin line to Janesville and Madison.

The second section scheduled for opening is the north portion of the Tri-State Tollway from a direct connection with Eden's Expressway north to the Wisconsin line. This 30-mile section is scheduled to be opened to traffic on August 27. The remainder of the 187-mile Illinois Tollway will be opened by January 1, 1959.

Fencing for the tollway was supplied by the American Steel and Wire Division of United States Steel Corporation who produced more than one million feet of fence and two million feet of barbed wire. More than 3400 miles of heavy coated galvanized nine gauge wire was used in the manufacture of the fencing which is 47 inches high.

An innovation in the shipping procedure required the placing of the rolls of fencing at right angles to the long axle of flat bed trucks. This type of shipping enabled the rolls to be unloaded two or three rolls at a time by means of a fork lift tractor. The fork lift then placed the rolls in a storage yard in one operation.

**TOP PHOTOS**—A completed section of the Northwest Tollway showing overpass, pavement, shoulders and fences in place.

**BOTTOM RIGHT**—An innovation in the shipping procedure of fence materials for the 187 mile Illinois Tollway required that the rolls be placed at right angles to the long axle of the flatbed trucks. This permitted unloading two or three rolls at a time by means of the fork-lift tractor and placed in a storage yard all in one operation.

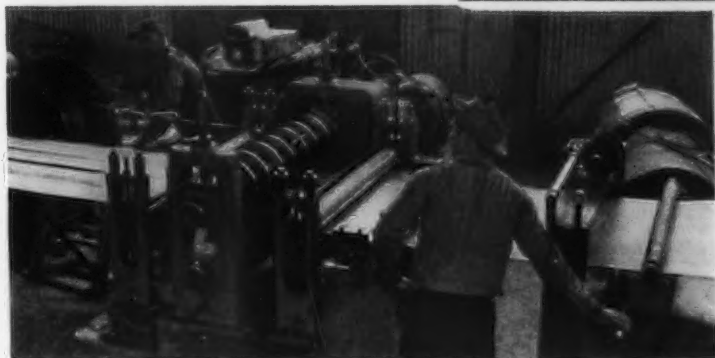
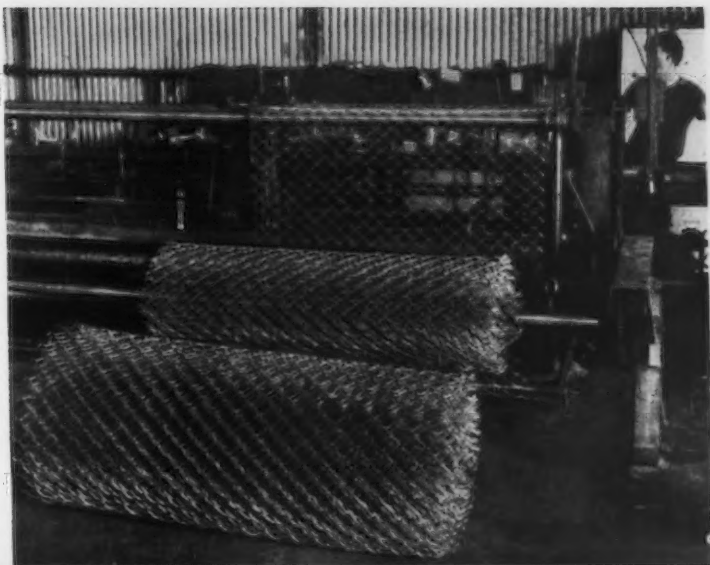
Photos and release by Quentin M. Lambert, Director of Public Relations, Illinois State Toll Highway Commission, Chicago.



# How the Steel Picket Fence Originated!

by Boyd E. Lovell

Starting in the fence business in 1938 with a patented steel picket fence the Harris Fence Company of Los Angeles is getting a sizeable piece of the California market.



TOP PHOTO—The Harris plant manufactures 2000 feet of chain-link fence daily. BELOW—A slitter for cutting coils of rolled steel . . . a Yoder tube mill produces tubes and fittings.



Clarence D. Harris (right), president of the Harris Fence Co. and son Gerald Harris, vice president.

An Idaho brush fire, a woman's love of a picket fence and a man who didn't simply say, "They oughta," all combined in 1938 to launch an entirely new kind of fence. The woman was the owner of a lovely white wooden picket fence which surrounded her yard on the outskirts of Nampa, Idaho. The brush fire had just destroyed this symbol of the well kept home. And the man was Clarence D. Harris, then a manufacturer of irrigation equipment.

"If they'd been made of steel, they wouldn't have burned," the woman remarked sadly of her picket fence.

To many men such a remark would have simply called forth the inane, "Yeah, they oughta make it like that," but Clarence Harris was a different sort. To him the woman's remark was both a challenge and a catalyst, and before he knew exactly what he was getting into, he had promised to try and make her up a steel picket fence.

And thus the first entirely new kind of fence in half a century was born.

## FIRST STEEL PICKET FENCE

This first steel picket fence was made by using braces from irrigating equipment as pickets. It took Harris three weeks to make up a steel picket fence 150 feet long and three feet high. He installed it for the woman who had wished for a steel picket fence for 60 cents a foot. During the next two years, this steel picket fence became so popular in and around Nampa, Idaho that Clarence D. Harris patented it and then moved to Los Angeles and the great California market.

Today, 20 years after that first crude fence was

fashioned practically by hand, the Harris Steel Fence Company, 8720 South San Pedro Street, Los Angeles, California, is still the manufacturer of metal picket fences, but the market for this almost indestructable fence has spread from a small community in Idaho to Honolulu, far out in the Pacific Ocean; to the great Pacific Northwest; and as far east as the fabulous state of Texas.

Up to the present, Harris has not attempted to penetrate the Eastern or Midwestern markets because of prohibitive freight costs, but quite recently steamship companies, anxious for full bottoms on the trip back to the east coast, have offered Harris transportation rates which now make it possible to compete in the east, and Harris is again considering making the jump from a strictly western manufacturer to a truly national one.

Besides manufacturing metal picket fence, Harris operates two additional family corporations which manufacture and fabricate steel tubing.

"We opened the tube mill in 1954 because we needed a third business," Harris says. "I have a son and two sons-in-law, and I wanted something for each of them to run."

## OTHER FACETS OF THE HARRIS OPERATION

Gerald Harris is vice-president and manager of the fence company; Elmer Goodman, vice president of the tube company; and Richard Erickson, vice president of the tube fabricating company, which is located in Long Beach.

Continued on Next Page



A sturdy and attractively designed package houses the Habitant Fence "Plan-A-Yard" kit illustrated here. It gives the fence prospect an opportunity to plan layout of the yard or garden. The kit is being made available to dealers while the supply lasts.

### HABITANT'S UNIQUE PLAN-A-YARD KIT OFFERED FREE WITH DEALER OPPORTUNITY

For the past two years, Habitant Fence, Inc., Bay City, Michigan, has featured a unique consumer "game" in their national magazine advertising, and now makes a special offer to readers of Fence Industry Trade News.

Habitant's Plan-A-Yard Kit contains all of the materials necessary for a fence prospect to work out to scale an exact duplicate of their house, lawn and gardens and set up scale models of various fence designs — all on the top of the Dining Room table. The kit, which is offered in Habitant ads at a consumer price of \$2.00 is a neat package all contained in a stiff cardboard box, similar to table games packages.

Large green paper sheets are lightly ruled so that they can be marked out to scale, to depict the home owners property plan, and instructions as to how to draw in the size and shape of the house are also contained. Other specially printed paper imitates a flagstone material which can be used cutout to scale to show walks, terraces, patios and so forth. Next there is a special multi-colored floral paper provided together with instructions as to how this may be used to imitate flower beds, shrubbery and other floral settings. To give the final touch of realism, green styrofoam is included together with honest-to-goodness "wood trees" which can be cut out and set around the yard plan.

Last but not least, Habitant has then carefully and exactly scaled all of their various fence designs in heavy brown art-board complete with little fold tabs so that the various fence designs can be cut out and actually set up on the complete yard layout to see exactly how different fences might appear. These scale imitations of Habitant products are exact right down to the gates, trellises, arbors, etc.

In the year and a half that this kit has been offered in Habitant national ads, over three thousand have been sent to prospective customers who wrote in for same and sent their \$2.00. It goes without saying that a complete Habitant catalog is included in the kit.

Habitant offers one of these kits free of charge to firms who are interested in a Habitant territory dealer franchise. Simply address Habitant Fence, Inc., Bay City, Michigan on your Company letterhead and mention this advertising offer.

Advertisement  
or Circle Buyers Service Card No. 109

### How Steel Picket Originated—Continued

The Harris Tube Corporation is one of the largest tonnage producers of mechanical welded tubing on the West Coast, manufacturing diameter tubing from 1-5/16th of an inch through three inch. The company is also equipped with a slitting line, for cutting coiled steel, that has a capacity for 12,000 pound coils, 42-inches in width. This makes the Harris Fence Company the only fence company on the West Coast now making their own tubing for fence posts and fittings.

Because of legislation in Los Angeles which requires a four foot high fence around all swimming pools, private as well as public, the production of metal fences, particularly the popular chain link wire fence, has been booming for some time, and Harris got into this phase of the fence industry in 1945. Now the Harris Fence Company produces chain link fence at the rate of 2000 feet a day.

### OVERCOMES DRAWBACKS TO STEEL PICKET FENCE

Previous to World War II, the steel picket fence could not be installed easily in hilly terrain, but after the war Harris solved this problem by tabbing the pickets in place instead of spot welding them. The new method of making the pickets allows them to stay in place and still move up and down, making it possible to adjust to variations in grade as high as three feet.

Coming in eight foot panels, with a maximum height of four feet, Harris Steel Picket Fence can be curved and even turned at corners. Installation is quite rapid, with an estimated 500 feet per 2 men per day being the standard used to estimate installation costs.

Pickets are stamped at the rate of 31 strokes a minute on the Harris presses now, as compared to the six separate operations it took when Harris made his first fence 20 years ago. And today the Harris Steel Picket Fence is made virtually maintenance free by a process of galvanizing, followed by bonding, and a final baked enamel finish. To illustrate this, Harris points proudly at a fence directly across from his office which he installed in 1946.

### SELLS THRU DISTRIBUTORS & DIRECT

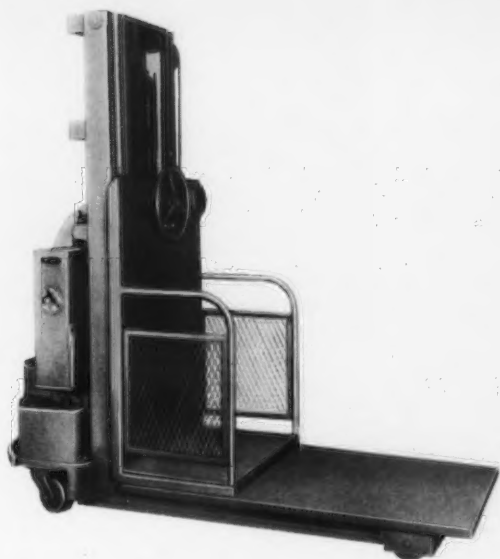
The Harris Steel Fence Company sells through distributors throughout California and in neighboring states, as far east as Texas; but it also sells directly to the consumer, since that is the way the original operation was begun, and, as yet, Harris does not feel that he has adequate distributor distribution to be able to eliminate this part of his operation.

However, like all manufacturers, his eventual aim is to eliminate the retail part of his business completely, and deal only with distributors. Still, this is far in the future, he believes, unless the freight differential is overcome so that he can compete throughout the country.

About the only problem other than freight rates, Harris says, is the problem of patent infringement. "So many small concerns across the country just don't seem to realize what a patent means," he reports. "They see this fence and think it is just the thing for their area, and then just start making it—this is bad for two reasons: first off, they just do not have either the equipment or know-how to do a really first class job; and secondly, they have no legal right to do this, so we have to stop them. Actually, if they would have only contacted us, something could have probably been worked out to both their and our advantage . . . as has happened upon a number of occasions."

As to the future. "Well," he says, "we keep growing."





ROLLS OF FENCING (Fig. 1) are stored on wooden pallets in this warehouse. Here, the operator of the Lewis-Shepard Model "E" electric fork lift truck dettiers a pallet load for movement to the shipping dock. Note that the palletized rolls are stacked right to the ceiling, saving costly storage space.

## Tips On Selecting Materials Handling Equipment

By Howard M. Palmer, V. P., and G. S. M.,  
Lewis-Shepard Products, Inc., Watertown, Mass.

Expanding costs, is a term that commands real respect in today's competitive market. And rightfully so, for the cost of doing business has been a big splurge since the end of the war.

Primarily because of this phenomenon, business and industry has been working overtime to initiate less expensive, more productive methods of operating. In many areas, this drive has been featured by significant success stories. But none more successful than in the field of materials handling.

Materials handling has been a prime target of the cost-cutting movement because it is an operation that adds nothing to the value of a product, only to the cost. In fact, it conservatively represents 25% of the cost of the average product.

It is obvious that materials handling represents a major opportunity to reverse the trend toward rising costs. Before investing in new equipment, however, companies should first ask themselves three questions:

1. Can the investment be justified?
2. What type of equipment is best for my operation?
3. What type of power is most economical, most adaptable?

There are methods of answering all three questions. For instance, justifying the investment is usually a case of time, labor and/or space savings. If an electric fork truck reduced the working force by one man, this alone would justify the investment. At current wage scales, the two-year salary of one man probably would exceed the initial investment in the electric truck.

Space savings would also be possible since fork trucks are capable of stacking goods right to the ceiling in warehouses. Under man-handling methods, this is obviously a physical impossibility.

To cite an example, Lewis-Shepard Model "E" electric fork trucks are able to stack goods to heights of 15 feet and more (Fig. 1 and 1A). The average person cannot reach heights half this distance. Thus, it can be seen that a truck can frequently increase a warehouse's storage potential by 50 per cent. Sometimes this has precluded a costly new construction program for companies.

A new type Lewis-Shepard adaptation of the "Walkie" truck. The operator drives while standing on the platform. A full set of controls for steering, lifting, lowering and driving in forward or reverse allows operator to control all movements of the truck from a stand-drive position. (Photo—top left)

A good standard is that new materials handling equipment repay its investment within two years. If the equipment does not meet this standard, it should be considered economically infeasible.

Next consideration is the type of equipment suited to the operation. Basically, this is a question of hand vs. power equipment.

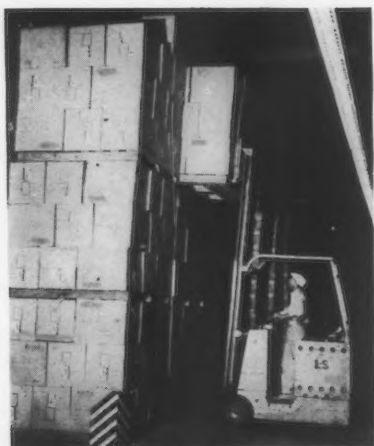
Some observers are unduly power-equipment conscious . . . to the detriment of hand. But hand is preferable in certain situations (Fig. 2). One situation is where floor capacities are low. Another is when operating space is extremely limited and short hauls are the rule. And, of course, hand equipment is lower priced than power.

For situations where goods are to be transported fairly lengthy distances (Fig. 3), power trucks are the choice. Goods can be stacked to greater heights with the power, and, naturally, power does its jobs faster.

Therefore, the choice of hand or power is dependent on the operating conditions. It could be, though, that a combination of both hand and power (Fig. 4) would work to best advantage. In such a case, the hand equipment would be performing so-called "in-between" jobs.

More Next Page





**GOODS ARE HIGH STACKED** (Fig. 1A) right to the ceiling in this warehouse by electric fork truck. Such techniques have enabled firms to expand their storage capacity, without expanding their plant.

Actually, there is still another facet of this question. It concerns rider-type trucks as opposed to "walkie" units. "Walkie" trucks, which are battery powered vehicles operated from a control handle while walking along with them, are for short hauls and use in narrow aisles. The rider-type is best suited for long hauls and operating on ramps. Like the "walkies," they are capable of high stacking goods, but generally require more room to maneuver.

In any event, only a manufacturer offering a full line of both hand and power trucks, can impartially evaluate the need. And the manufacturer should be able to offer equipment especially "tailored" to the operation.

After the first and second questions have been answered, the potential buyer must select the source of power he desires for his truck.

In situations where the vehicle is to be used indoors primarily, an electrically-powered truck is usually automatically selected. Obviously, any vehicle producing noxious fumes and bothersome odors could contaminate the air. The result would be headaches, nausea and similar ailments.



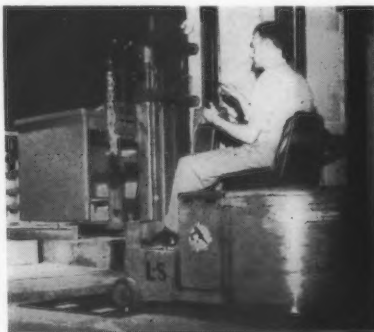
**LOW FLOOR CAPACITY** (Fig. 2) in this building necessitates the use of this hand lift truck. By pumping a foot pedal, the operator can raise his load hydraulically to heights of four inches.

The overall effect could be reduced output per manhour. And a continuation of such conditions certainly can prove anything but beneficial to the employees' health.

Gasoline and LP-Gas trucks present still disadvantages. Among the most serious is the constant fire hazard due to combustible fuels. This is not the case with electric trucks, which are powered by a storage battery. As still another benefit, electric trucks can be "refueled" right in the building (Fig. 5) at a convenient battery recharging station.

The initial investment in electric trucks is somewhat higher. But since the electrics have a longer life span and cost substantially less to maintain and operate, they are in reality figured to be a better investment.

The life of an electric is calculated by experts to be three times that of gas vehicles. As for maintenance costs, they are generally about one-third of gas trucks! On this point, it is only logical that the electrics should have such a wide advantage,



**ELECTRIC FORK LIFT TRUCK** (Fig. 3) makes the long trip from the storage area to shipping dock in a minimum of time. Truck was produced by Lewis-Shepard Products, Inc., Watertown, Mass.

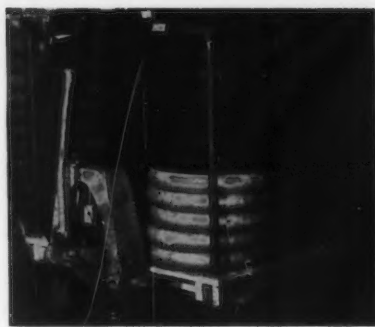
since they have fewer working parts where a breakdown could occur.

However, the cost of maintenance should not be considered in terms of labor and parts costs exclusively. Equally important is the accumulated truck downtime. An idle truck is costing the user additional money. As a matter of fact, an idle truck is defeating the purpose of its very existence—a smoother flow of work.

As for power costs, electricity is today considered the most economical form of power available. In fact, on an 8-hour basis, power costs for the electrics are calculated at a maximum of (\$.60) sixty cents.

For these reasons, there has been a noticeable trend toward electrics for indoor operation in recent years. With the increasing concern for industrial health, this movement is expected to continue.

Circle Buyer Service Card No. 1.



**HAND AND POWER EQUIPMENT** (Fig. 4) work together in this plant. Hand hydraulic truck is used in the order picking operation.

Like any other equipment, though, all facets of the problem should be considered prior to investing in materials handling products. Some manufacturers offer a free pre-installation survey as a standard part of their service.

After the survey has been completed by a materials handling engineer, he analyzes the results and makes definite recommendations for new procedures and equipment.

When the new equipment arrives at the installation site, personnel that will operate the equipment should undergo a brief training course. Again, it is the materials handling engineer that presents the course.

Only through these courses will the company obtain the optimum performance from its new equipment. While materials handling equipment normally significantly decreases the accident rate, the training plays a major role in making this possible.

In any event, it is the professional approach to a materials handling problem that can reap big cash savings for any company, large or small. The application of the proper equipment is, in fact, an important method of reversing the current inflationary trend—and putting profits back in any business picture.



**RECHARGING THE BATTERIES** (Fig. 5) of electric fork lift truck. Batteries are normally recharged after each 8-hour shift, and then ready for immediate operation.

# FOREIGN TRADE IN OUR CHANGING WORLD

Remarks of

**LELAND I. DOAN, President**  
The Dow Chemical Company  
before The Economic Club of Detroit



*✓ We have placed certain burdens upon ourselves because we felt it to be in the public interest. Is it unfair that we ask to be protected against those who do not bear similar burdens?*

With Sputnik and—as the French call it—Ikenik wheeling around in outer space . . . and with “shoot the moon” suddenly having taken on a vastly deeper significance than a simple gambler’s phrase it is hardly necessary to note that our world is changing.

Happily it has been changing since the days of Adam. Otherwise we all should have led pretty dull lives. So the fact in itself is hardly phenomenal. What is of importance is an awareness of the form and direction of the changes and an effort to determine their probable effect upon our lives and customs and the lives and customs of others. Man finds it necessary to adapt to changes in his personal circumstances, and just so nations must adapt to global changes.

There seems to be an unfortunate misapprehension in some circles that those who defend the idea of protective tariffs are intrinsically opposed to foreign trade. This is like saying that a man refuses to sell something because he insists on making a profit . . . or that bankers are opposed to loaning money because they insist on adequate collateral and interest. My own company does a considerable amount of foreign business, so my position would be completely untenable if I were to hold

Leland I. Doan was born in North Bend, Nebraska, November 9, 1894. Moving to Ann Arbor in his youth, he received his education at Ann Arbor high school and the University of Michigan.

In 1917 he entered the employ of The Dow Chemical Company in Midland, and after a year in the plant became associated with the company’s growing sales department. He became assistant sales manager in 1922 and was advanced to general sales manager in 1929.

He continued to head Dow’s sales organization until his election to the presidency of the company on April 4, 1949. Meanwhile he had become a director in 1935, a vice president in 1938 and secretary of the corporation in 1941.

He holds numerous offices among Dow subsidiary and associated companies and, in addition, is a director of the Michigan Bell Telephone Company, the Armed Forces Chemical Association, and the Health Information Foundation.

Dr. Doan is a Regent of the University of Michigan and a 33rd degree Mason.

He holds honorary degrees from Case Institute of Technology, Kalamazoo College, Central Michigan College and Earlham College.

views basically opposed to international trade.

On the contrary, I cannot agree with those who seem to hold the opinion that trade *per se* is good and if we just have enough of it everything will be dandy. This is confusing the means with the end. Trade is good only insofar as it benefits the parties involved.

Let me state it very simply. It would be quite ridiculous for us to make caustic soda and sell it to Monsanto and then turn around and buy caustic soda manufactured by Monsanto. The only beneficiary would be the transportation system.

Following this reasoning, the encouragement of trade for trade’s sake between nearly identical economies becomes highly questionable. Since no two economies are entirely identical there will be certain areas where exchange makes economic sense, but in areas where they coincide there is no real value in exchange other than that it may offer the consumers of both economies a wider selection.

Now, I have no basic objection to this sort of exchange, but its value is aesthetic rather than economic and thus it cannot be regarded as a very effective means of strengthening the economies involved.

The really beneficial trade is that which flows between *complementary*, rather than *similar* economies. In this way both are afforded sources of materials which they lack or products which they are unable to produce economically. This type of trade makes sound economic sense and, therefore, will flourish unless arbitrarily restricted.

Continued on page 12

### Foreign Trade In Our Changing World

I realize that there are all manner of special circumstances which require consideration, but I think the difference between similar and complementary economies should be kept in mind if we are to keep our feet on the ground with respect to foreign trade policy.

Now . . . what of change? Since World War II we have seen the rise of the Soviet Union as an economic power rivaling our own. We have seen the rehabilitation of war-torn Europe to the point where her industries are again eagerly competing for world markets. And we have seen—are seeing—a rising current of nationalism evidenced by a persistent drive for industrial self-sufficiency throughout the nations of the free world—even among the less developed nations.

These newly developing nations are determined to industrialize and in a hurry to do it. They would not be content to remain raw material suppliers even if there were no trade barriers and thus, in effect, have rejected the principle of maximum world specialization.

In a sense, there is in progress a second industrial revolution aimed at elevating the world standard of living. These forces are all to the good. We have devoted a great deal of money and effort to their encouragement. We have given billions in governmental economic aid, have supplied both funds and technical assistance through the Point 4 program, and have even offered some minor encouragement to the foreign investment of private capital.

The communists too have, only recently, recognized these desires and thus we find ourselves competing with them for the allegiance of the newly developing and uncommitted nations. The competition inevitably will grow keener.

However, we must recognize the implications of such changing patterns with respect to our own economy. We are not competing with laggard nations; we are competing with rising efficiency and growing desires for industrial independence. These desires have led to post-war trade restrictions—quotas, import licensing, currency manipulation and so on—which are a greater hindrance to trade than were pre-war tariffs. And this despite our own leadership toward freer trade.

We see also another trend which has perhaps even greater implications. We see the free world moving toward regional free trade areas. There is a growing awareness among other nations that a high standard of living depends on mass production and that mass production is possible only when there is a mass market.

Thus last December we saw the final ratification of a program which will create a common market among six European nations having a combined population of 160 million people. To this may well be added the other nations of the OEEC by means of a proposed free trade area encompassing more than 300 million people.

Similar plans are already under discussion in South America, Central America and Asia.

This is a very encouraging trend. Economic unity should be a potent force for amity. Further, the establishment of the mass markets should help to equalize and elevate living standards within these areas. Hence lasting peace, at least among the nations of the free world, becomes more probable.

But again we should take into account the probable effects of such developments on our own position as a world trader. Of our \$17 billion of exports (excluding military goods), one-third goes into Western Europe. There is little question that the formation of common markets will make us less competitive, over all, in such areas because trade barriers between the participating countries are to be gradually eliminated while a common barrier will be retained against the rest of the world—which includes us.

We therefore stand to lose, within a relatively few years, a substantial portion of our European business. Furthermore, the increased efficiency of European common market will enable it to underbid us with a consequent loss of our 4 billion dollar South American market.

It is also interesting to note that the recently formed European Common Market demonstrates very clearly some of the problems involved in trying to apply the free trade theory on a global basis in the world of today—problems which we who favor reasonable tariffs have been pointing out for a long time.

Note first that the common market proposal came only after NATO had become a working reality. The fact that the nations were supplying soldiers to a common army gave reasonable assurance against war between the nations involved.

Next we might note that wage rates among the nations were reasonably comparable and that such differences as there are will be cushioned by gradual tariff reductions. Moreover there is to be complete freedom for workers to move from one country to another. This will do much to distribute the labor supply and equalize wage rates.

Finally, attention was given to the foreign exchange problem. It was not considered feasible to establish a common currency, but steps were taken to reduce exchange restrictions. Trade balances are to be accounted in European Payment Union Credits and procedures have been set up to try to prevent continuing imbalances between nations of the common market.

The monetary problem proved to be a very tough one and will probably remain the most troublesome.

The free trade theory presupposes that the only differences are natural advantage or skill—that there is assurance of peace, that wage rates are relatively comparable, that there can be free movement of people, that taxes and laws governing business are reasonably uniform, and that currencies are freely convertible. When we look about the free world as a whole, we find none of these conditions in existence.

Any discussion of foreign trade sooner or later gets around to focus on the Trade Agreements Act. This one is no exception. I might note parenthetically that, however often you may hear it, the word "reciprocal" is not in the title. Reciprocity, or mutuality, however, is in the Act in theory and we wish there were some of it in fact.

For some reason which rather escapes me, this particular Act seems to have become a sort of sacred cow with the proponents of lower tariffs. One is given the impression that if the Act is not extended our whole foreign trade situation will be thrown into a state of chaos. Actually, failure to extend it would in no way nullify any existing agreements. It would simply mean that until some other legislation were passed our present agreements and tariff schedules would remain in status quo. Hence, I cannot quite buy the atmosphere of urgency which so often surrounds the requests for its extension.

Talk about world changes! The Trade Agreements Act was passed in 1934—24 years ago! That was the year prohibition was repealed.

Here, in the United States, we were in the doldrums of depression, and among other efforts to combat

Continued on page 18



# Kaiser Aluminum Engineers new livestock pen . . .

The first aluminum livestock pen in the world is now in service at the St. Louis National Stockyards Co., National Stockyards, Illinois.

The prototype pen was developed by Pioneer Industries, Inc., 2700 Hawkeye Drive, Sioux City, Iowa, with design and engineering assistance from Kaiser Aluminum & Chemical Corporation engineers, and was installed by the stockyards firm.

While its initial cost is higher, it is anticipated that the durable aluminum pen will have a long maintenance-free life, thus ultimately proving more economical than conventional wooden pens which require frequent repairs and have an average life of approximately four to five years.

The aluminum pen is simple to prefabricate and can be erected in one-third to one-half the time of a wooden pen. In addition, it is fireproof, neat and attractive in appearance and the smooth, rounded surfaces of its tubular aluminum horizontal members are expected to substantially reduce animal bruising.

The pen consists of rails of two-inch extruded aluminum pipe supported by post assemblies of extruded aluminum channels bolted together and anchored to plates embedded in concrete. The wooden catwalk planks are bolted to angles at the tops of the posts. The Tubalite gate is fabricated from similar tubing and is of welded construction.

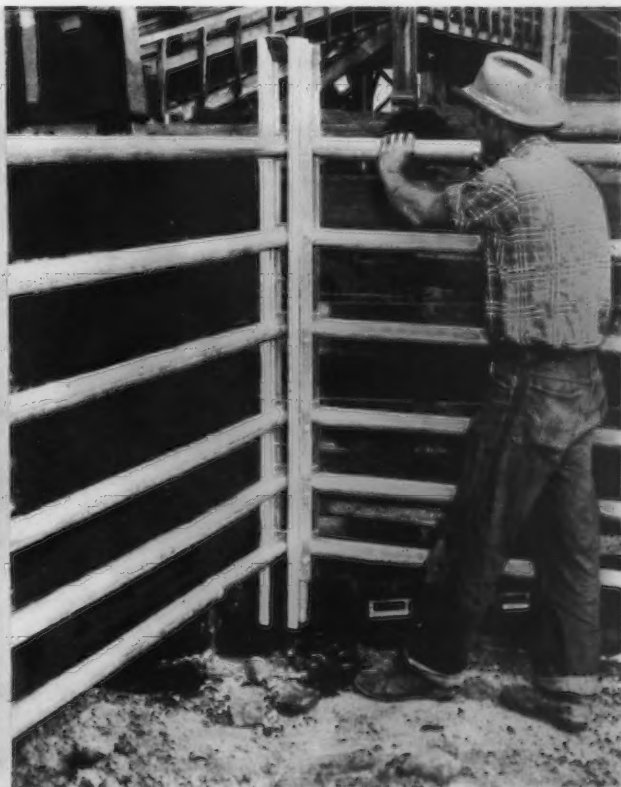


Completed pen (above) allows full view of cattle. Catwalk at top of posts are firmly bolted to angles at top of posts. This installation may offer wide and varied uses.

**LOWER LEFT . .** erector bolts post assemblies which are anchored to plates embedded in concrete at the base. Time element is cut one-third to one-half as compared to wooden structures.

**LOWER RIGHT . .** rails of two inch extruded aluminum pipe are checked and fitted into place through supports in post assemblies.

For Information Circle BUYER SERVICE CARD No. 117





# RIGHT OR WRONG

## In Labor Relations

A roundup of day to day employee problems and how they were handled.

Each incident is taken from a true-life grievance which went to arbitration.

### Can You Fire An Employee For Violating A Rule Which Hadn't Been Enforced For 20 Years?

#### WHAT HAPPENED:

Carl X was caught writing numbers on a wall in the company locker room. When questioned, he freely admitted that he was a "bookie." He was immediately fired. Carl thought that the company's action was very unfair. He filed a grievance and when the company refused to reverse the supervisor's action, the case went to arbitration. Said Carl:

1. Bookmaking had been going on in the plant for 20 years, and even though there was a company rule against it, the prohibition had never been enforced.
2. I should have been warned first, and if I repeated then discharge would have been warranted.
3. And besides, I was a good worker. I "made book" on my own time. Who was hurt? Nobody!

Was Carl:

RIGHT ☐ WRONG ☐



#### What Arbitrator Sidney L. Cahn (chairman) ruled:

"We hold that the mere fact that an illegal practice has gone unpunished for a long period of time cannot be said to stop the company from attacking this practice in the future. Certainly the practice of an illegal act over a long period of time cannot be said to result in the establishment of a 'local working condition.' An employee who, while on company property, performs an illegal act ('writing numbers') is not properly discharging his responsibilities as an employee. Such discharge of responsibilities must imply conducting oneself in a lawful manner while working as an employee. The fact that the grievant may have been on his lunch hour or may have used an open public pay telephone in performing this illegal act is irrelevant. For during all times that an employee is on company property, he must conduct himself properly: he may not engage in illegal activities whether he does so on his 'free time' or not in order to further his illegal activities. The discharge was for just cause."

### Can You Fire An Employee Who Refused To Work Scheduled Overtime?

#### WHAT HAPPENED:

During the busy season it was the practice of the company to schedule Saturday as an overtime day, and employees were expected to come in on those days. The union contract provided that employees would be required to work a reasonable amount of overtime. Suddenly, Mrs. Anthony started being absent on Saturdays, claiming that she couldn't come in because of family responsibilities. She was warned twice, and when she persisted in being absent, she was fired. The union, representing her at the arbitration, claimed that overtime is a voluntary act, and employees cannot be disciplined for refusing to put in extra hours. The company rested on its management right to schedule the hours of work, and that such right included the requirement that employees put in reasonable overtime.

Was The Company: RIGHT ☐ WRONG ☐

#### What Arbitrator James C. Hill ruled:

"The company has an unlimited right to schedule hours, including a longer or a shorter week than the usual 40 hours. Further, the right to schedule longer hours has quite generally been held to carry with it the right to require performance of overtime work. If management is empowered to schedule the working hours, it must follow that management may require performance of the work. While occasional refusals by



employees may be tolerated, and efforts may be made to accommodate individual convenience and choice, the employee cannot consistently refuse to accept overtime work. Mrs. Anthony's discharge was for just cause."

Continued next page

## If An Employee Resigns, Can He Change His Mind And Get His Job Back?

### WHAT HAPPENED:

Mr. Dusa came up to his supervisor one day and said: "I just found another job for more pay. I'm giving you two weeks' notice." The supervisor replied: "I'm sorry you're leaving. I hope you will be happy there. By the way, why don't you put your resignation in writing so I'll be able to clear things with the payroll department." Dusa did this. A week later Dusa changed his mind, and asked to have his letter of resignation rescinded. The company refused on the grounds that Dusa had resigned and could not claim his job back without management's consent. Dusa argued differently:

1. A letter of resignation is not effective until the "notice date" expires. My letter still had three more days to go.
2. The company did not replace me, nor did it post my vacancy, so it lost nothing.

Was Dusa:

RIGHT ☐

WRING ☐



### What Arbitrator Harry J. Dworkin ruled:

"In this case, the evidence raises no doubt but that the grievant tendered his resignation, and the notice given to the company was intended to convey the employee's intention to sever his relationship. The company did 'accept' his resignation. The employee having quit his job, the attempted reversal cannot be unilaterally made. The arbitrator views this case as one of simple and voluntary resignation. The grievance is denied."

### When Can't You Fire An Employee For Stealing?

#### WHAT HAPPENED:

Four employees were suspected of stealing small tools. The company reported it to the Deputy Sheriff and asked him to interrogate the workers involved. While questioning them, the Sheriff promised the suspects that if they would return the tools, and confess, the company would not impose any serious penalty. The workers brought the tools back—and were promptly fired by the management. The workers took their plea to arbitration, stating:

1. We were promised leniency, and instead, we got the axe.
2. The stuff we stole were small items, and we didn't resell them to make money.
3. The company has previously been "forgiving" to others who have taken off with tools for their personal use.

4. Don't brand us "thief" for such a small violation. The company stood its ground on the basis that regardless of the size of the loot, stealing is a dischargeable offense.



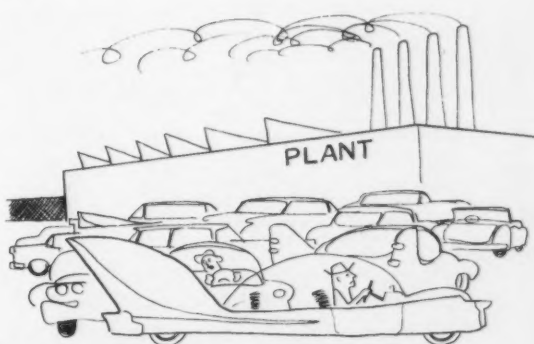
Was The Company:

RIGHT ☐

WRONG ☐

### What Arbitrator Wilber C. Bothwell ruled:

"It is clear that discharge may be justified as a penalty for stealing, even when, as is the case here, it is a first offense. Theft is a very serious offense, and mutual confidence and trust are important in the relationship between employer and employee. Discharge has been sustained as a penalty for theft in many arbitration cases. The company has stated its policy to be to discharge an employee in a clear case of theft, even in the case of a first offense. The arbitrator must reject the contention of the union that the taking of small items from the company, for personal use of the employee, constituted a defense. Except for the promise of immunity from presecution, which apparently secured the confessions, the arbitrator can find no serious objections to the action of the company, and would sustain the discharges. However because of this promise, and the fact that none of the employees had any previous discipline on his record, the arbitrator finds that the discharges were not for proper cause. The employees will be reinstated, but without back pay."

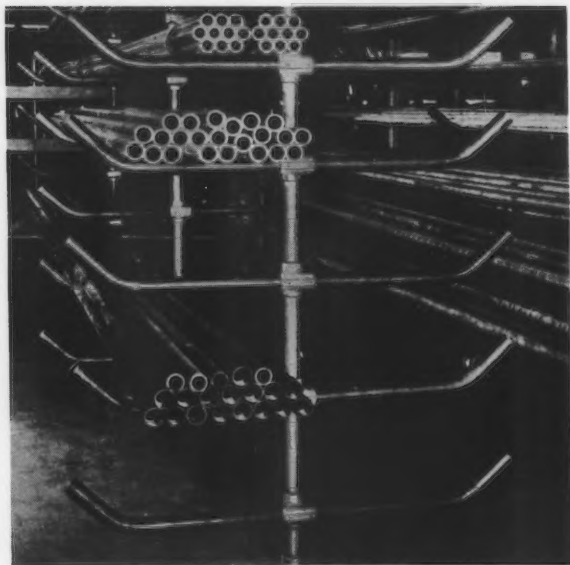


### Must An Employer Supply Parking Space For Employee Cars?

#### WHAT HAPPENED:

When the police department started cracking down on street parking, and gave out lots of tickets, the employees of the company demanded that they be provided with a parking area inside the plant gate. In fact, they went ahead and filed a grievance to that effect. The management refused to process the grievance on the grounds that the demand for parking

Continued on page 16



**Storage for top-rails and posts  
Simplified with a special fitting**

If your warehouse or storage areas are cluttered with tubing, pipe lengths, rails and posts and you find it inconvenient and time wasting to get at these materials because your space is cramped, here are two illustrated ideas for getting rid of this headache.

Adjustable racks of all descriptions can be made easily and quickly to suit any purpose, in single double or multiple types. Held together with "Nu-Rail" or "Speed Rail" fittings made by the Hollaender Mfg. Co., Cincinnati 23, Ohio, all that's needed is a hex lock nut wrench and pipe from your own stock, plus the fittings.

Mutual Mfg. & Supply Co., a distributor in Cincinnati, Ohio, conserves space and speeds up handling of pipe, in an area 10 feet by 20 feet. This rack is made with Hollaender's "Nu-Rail" fittings and 3/4" pipe and provides storage for 70 items.



### Neighborhood Chain Link Backstop

Most cities have areas due to irregular surveys that leave small spaces which are readily made into small diamonds for the small fry ball players. It is important during summer vacation to have plenty of safe ball diamonds to keep otherwise idle boys busy. A good looking permanent backstop of chain link silences any would be objectors and also gives permanence to the installation.



The Cedar Rapids, Iowa Park Department has erected many backstops at strategic spots throughout the city. The cost is little compared to the number of hours pleasure and entertainment it provides for boys athletic interests.

Chris Beck and son, of Walker, Iowa, set up the backstops for Iowa Steel and Iron of 400-12th Ave. S.E. in Cedar Rapids, Iowa. Realock Chain Link Fence by the Colorado Fuel and Iron Corporation's Wickwire Spencer Steel Division plant at Buffalo, New York, was the material used.

### Right Or Wrong—Continued from page 15

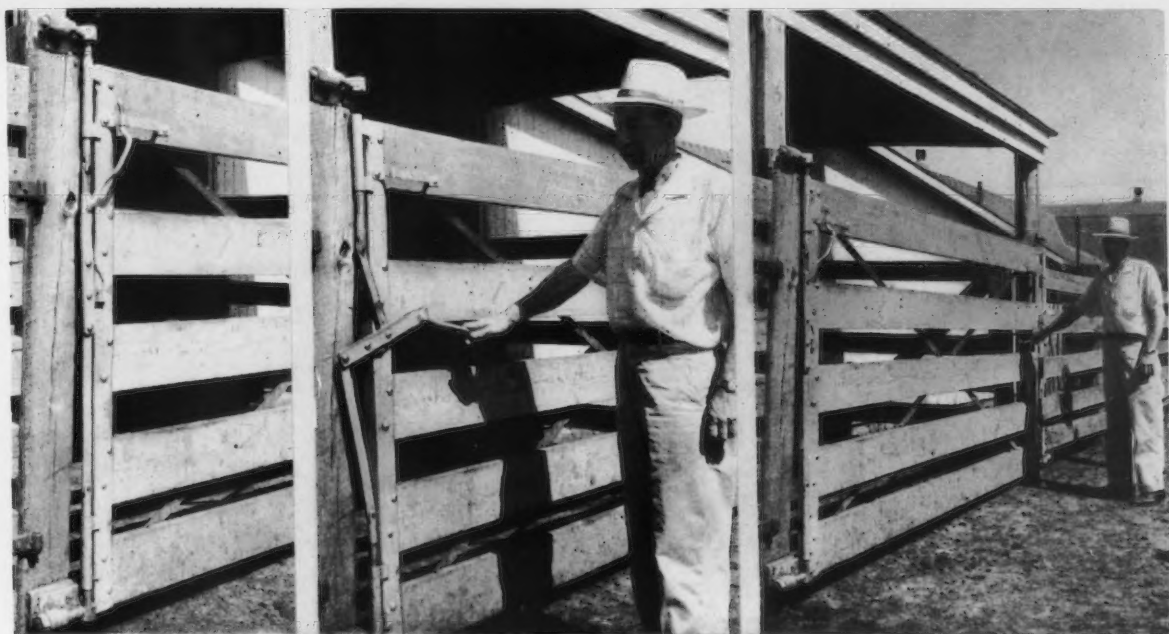
space had nothing to do with wages, hours or working conditions. To prove its point the company agreed to have an arbitrator decide the matter. The employees claimed that their wages were affected because when they had to pay parking fines, their "take-home-pay" was less. They also claimed that their safety was in jeopardy because congested streets outside the plant made crossing into the plant hazardous.

**Were The Employees:**    **RIGHT** ☐    **WRONG** ☐

### What Arbitrator Mitchell M. Shipman ruled:

"Without minimizing it one iota, the arbitrator must dismiss the grievance. As the company correctly points out, he has no jurisdiction in the matter. He can only act where the Agreement establishes an obligation upon the company. Where, as here, the Agreement does not make it obligatory upon management to take the particular action which the union is seeking, the grievance then stands without Agreement support and must be dismissed. The umpire has not overlooked the safety or hazard argument which was urged by the union. To be sure, management has the obligation to maintain safe working conditions for its employees. This obligation is, however, confined to the conditions of work within the plant. Conditions which prevail outside the plant, however much they may be related to the physical and mental well-being of the employees (and parking may well be one of those conditions) are, nonetheless, not truly within the scope of the safety maintenance obligations of the company under the Agreement."





## TWO-WAY GATE — opens at either end —

Designed primarily for use in stock yards and cattle farms where the flow, direction and sorting of cattle is a requisite. Mr. Hardy, the manufacturer, in the photos (above) shows FI's field reporter Jean Lyon how easy the device is to operate at both ends of gate.

The biggest advance in a decade in a stock gate is the Hardy Two Way Stock Gate Fittings, which opens the gate at either the left or the right end.

This innovation in the gate business, the two way gate takes its place among the progressive, modern achievements of the times. To busy men in stock yards and sales barns any labor saving, time saving, and practical devices are important. All stock yards in the shifting of cattle have at times bottlenecks. Gates in such situations must meet the need and be convenient as well. It is not uncommon to hear a man heading cattle into various pens say, "It is the first time I ever saw a gate that didn't open the wrong way."

When sorting cattle, for example, it is important that cattle not go the wrong way. The less cattle have to be moved and frightened the better for both the buyer and the seller. Thus an efficient gate system is essential. With these Hardy two way gates that open on either end equally easily, the sorting, and controlling of livestock is quick, simple, and much less involved.

The two way Hardy gate opens in the direction the flow of livestock is to be driven. It is readily adaptable because of this action as a stop to other lanes, than the one in use.

One of the features about this gate is that it is entirely flush or inset from the line of panels. When there are no gate ends projecting into the flow of livestock there is no bruised meat with its resulting loss.

The accompanying photos show the sturdy construction. The gate is so hung that when the weight of the gate permits the handle to go past dead center when closed, it locks itself.

Securely holding the operating handle in place, is a snap catch. As so often happens the safety catches on the gate permit a prompt resetting of the gate should someone open one end when the other end has been left unlatched.

The two way gate is adaptable to square or round posts. The gate that opens the right way and at the same time shuts off other lanes within the yard maybe is the answer to the stock yard or cattle farm's gate problem for the elimination of bottlenecks.

The animal that can be handled gently in its movements within the yard and that does not have to be turned or headed off saves time. This two way gate with its quick locking feature means that this pen can be closed off quickly and a resorting and rehandling is avoided.



**BLESS THAT FENCE!**



it President Roosevelt recommended the trade agreements program *as a temporary measure* in the hope that it would stimulate our exports. Congress passed it solely for that purpose and there is no evidence to indicate that anyone concerned thought they were setting up a program designed for perpetuity.

Anyway, its supporters contend that it has assisted our export industries. Perhaps it has, but let us look at a few facts.

In 1929, before the onset of the depression, total United States exports accounted for five per cent of our gross national product. In 1956, after 24 years of trade agreements, non-military exports accounted for only 4.2 per cent of GNP<sup>1</sup>. Some how this does not strike me as stimulation.

I expect there are many here in Detroit who believe the trade agreements program has benefited the automobile industry. Again, in 1929 our exports of motor vehicles totaled more than 544,000 units. This was 10.1 per cent of U. S. production. In 1956 exports of motor vehicles accounted for only 368,000 units, 5.8 per cent of our total production.<sup>2</sup>

All in all I cannot convince myself that the Trade Agreements Act has been very effective in expanding our foreign markets. Even so, we are repeatedly told that we must reduce our tariffs and buy more so foreign countries will have the dollars to buy more from us.

This is the trade-for-trade's sake fallacy rearing its head. Our own Department of Commerce last October presented to the House Ways and Means Committee a paper titled, "The Role of Foreign Trade in the United States Economy." The gist of this paper was to the effect that, for the nation as a whole, the *fundamental role of exports is that of paying for needed imports*.

It acknowledged the importance of the immediate monetary earnings of those engaged in export, but then concluded, and I quote: "... but what exports contribute to the economic welfare of the whole nation is an efficient means of obtaining goods which are either not available here or are producible domestically only at total higher costs, in terms of human capital and natural resources than those of the exports exchanged for them."

If we can accept the validity of these economics—and I, for one, certainly can—then when we talk about importing more so we can export more, we are getting the cart before the horse and encouraging an artificial sort of exchange which, while it may profit the traders, constitutes no real economic gain.

But suppose we take the altruistic approach which is often a part of this argument—that foreign countries *need* more of our goods but lack the means to buy them. We say, "These poor people want our products but can't buy them. We must find some way for them to get the dollars."

I don't doubt this situation exists in some spots because I even know a few Americans who don't have the dollars to buy everything they want.

The records of the Department of Commerce quite clearly show that in recent years our foreign customers, in total, have had sufficient dollar balances to finance their trade with us. In the four year period from 1953 through 1956, other countries increased their holdings of gold and dollar assets by \$7 billion<sup>3</sup>. Even during the years 1955 and 1956, when foreign purchases of our goods were at very high levels, the annual surplus of foreign dollars receipts over expenditures was \$1.5 billion.<sup>4</sup> While some of this increase may be in dollars we gave them, still the stubborn fact remains they preferred to retain our dollars rather than trading them for our products.

Thus, in the round, the dollar shortage seems to be more imagined than real. But what of individual countries? We must recognize that whereas, with the exception of a few quotas on agricultural products, tariffs have been our only means of attempting to equalize our labor costs with those of others, most countries of the world make use of a multiplicity of restrictive practices. Some of these have the effect of creating a sort of artificial dollar shortage. Others take an even more direct means of making the importation of American goods difficult, or even prohibitive.

For example, 62 countries require import licenses, 46 countries require export licenses, 33 countries require exchange licenses, 23 countries utilize multiple exchange rates, 16 countries have preferential exchange systems, 13 countries require advance deposits on imports—and so on and on.

Our imports from Brazil are second only to those from Canada, principally coffee and cocoa, which are on our free list. Yet since 1948 our

share of the Brazilian market has receded from a little over 50 per cent to less than 25 per cent. Our exports to Brazil have in the meantime been falling for she has used the dollars earned for purchasing in Europe.

Brazil has multiple exchange rates ranging from 18.36 cruzeros to more than 308 cruzeros to the dollar. Further, the government levies a tax of ten per cent on all foreign exchange and an additional surcharge of 25 cruzeros per dollar on exchange used for importing wheat, coal and publications.

Similar discouragements to trade can be found at every turn. Britain allows only token imports of many American products. For example, the annual U. S. quota for motorcycles is only 50 units. Greece has import duties on canned goods as high as 200 and 300 per cent of CIF value. Indonesia has import surtaxes, according to category, ranging up to 175 per cent. To import a \$2,500 American automobile into Chile the buyer must pay a duty of 200 per cent—\$5,000—and make an advance deposit with the government of \$15,000. Thus the car costs him \$7,500 and he has to tie up twice that amount while waiting for it.

And we complain about the price of automobiles here!

Considering all these things, plus the fact that we have reduced our tariffs on the average, by 75 per cent since the end of the '20's I do not see how the United States can be accused of impeding world trade or that further broad reductions under trade agreements would accomplish the stimulation that seems to be desired. I do see inherent hazards to our own economy.

Let me make it clear at this point that I do not advocate tariff schedules that will protect inefficiencies in American production, nor do I advocate duties that will prevent foreign goods from competing in the American market.

I do advocate schedules that will equalize production costs so American producers will have a more even break in the competition and I have no reticence about my conviction.

The free trade theory is based on the premise that the most efficient producer should supply the commodity. But there is a vast difference between true efficiency and *cost of production in terms of U. S. dollars*.

<sup>1</sup>Compendium of Papers on United States Foreign Trade Policy, House Committee on Ways and Means, page 24.

<sup>2</sup>1957 Statistical Issue, Automotive Industry, March 15, 1957, page 114.

<sup>3</sup>Compendium of Papers on United States Foreign Trade Policy, House Committee on Ways and Means, page 24.

<sup>4</sup>Ibid.



## REDWOOD FENCES

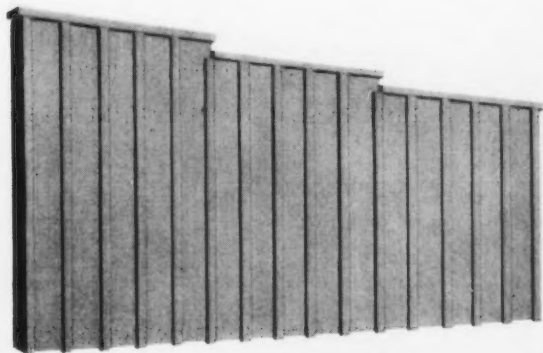
*A pictorial approach to good fence designs as recommended by the California Redwood Association.*

The use of redwood in fences has brought to many people a new appreciation of this versatile material. The exceptional beauty of color and grain is a major reason for its popularity. Equally important are the economy and durability of Garden Redwood.

The reddish-colored heartwood of redwood contains extractives which protect against decay and the attack of insects. It is important to use only an all-heart grade when there is danger from either of these sources—particularly where the wood will come in contact with the ground.

Be sure to plan the height of the fence and the spacing of the posts to conform to standard lengths of lumber, available from your supplier. Short and medium lengths may prove easier to handle and more economical. Corner, end, and gate posts should be put in first; these are generally 4x4's or double 2x4's. Posts should be planted to a depth equal to half the height of the fence.

Fastenings used should be as durable as the redwood fence. Aluminum or hot-dipped galvanized nails are recommended. Redwood holds paint or natural finishes exceptionally well, but will weather gracefully if left unfinished.



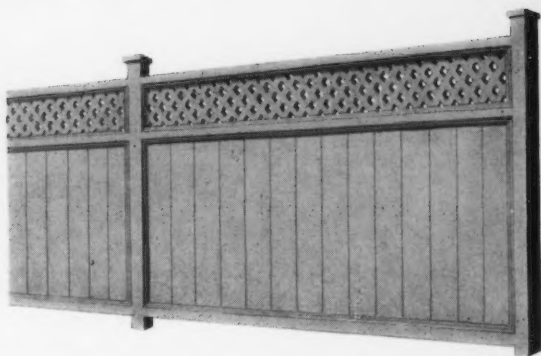
Board and batten, a favorite in redwood sidewalls, is particularly suited to contemporary fence design. Stepped height follows contour of site and adds visual interest.



Use of spacers breaks up uninteresting flat surfaces of a solid fence. Shadow lines are formed by placing 1 x 2 spacer strips between every other course of 1 x 6 boards.



#### Redwood Fences—Continued



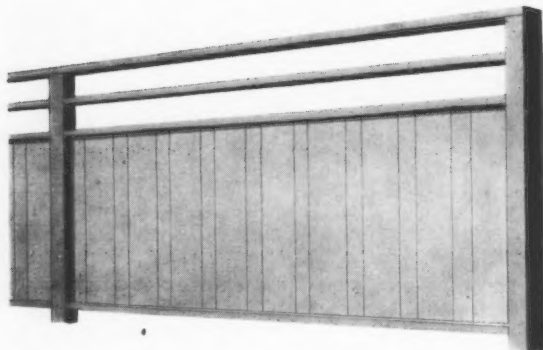
Solid fence of boards laid up vertically is topped by lattice pattern, creating impression of lightness. Lattice area also allows for diffusion of breezes, sunlight.

Picket fence is traditional favorite which allows great latitude in choice of patterns. Distance between pickets is usually equal to width of a picket.

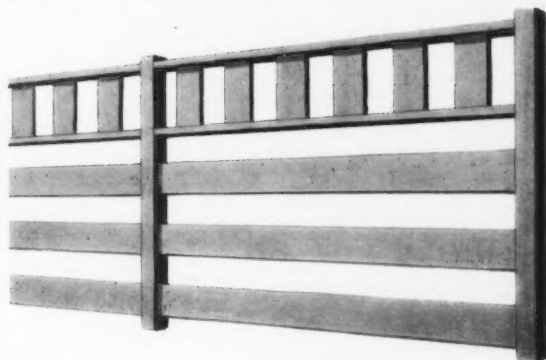


Boards are spaced alternately on either side of frame in the board-and-board design, and presents same appearance on each side. Redwood lumber in garden fences may be smooth

surfaced, or may have a rough, or resawn face. In addition to the charm of the rustic effect with a rough or resawn face, the finish-retention ability of this type of surface is considerably greater.

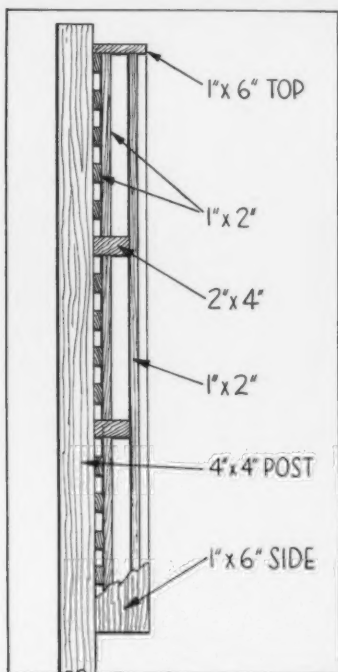
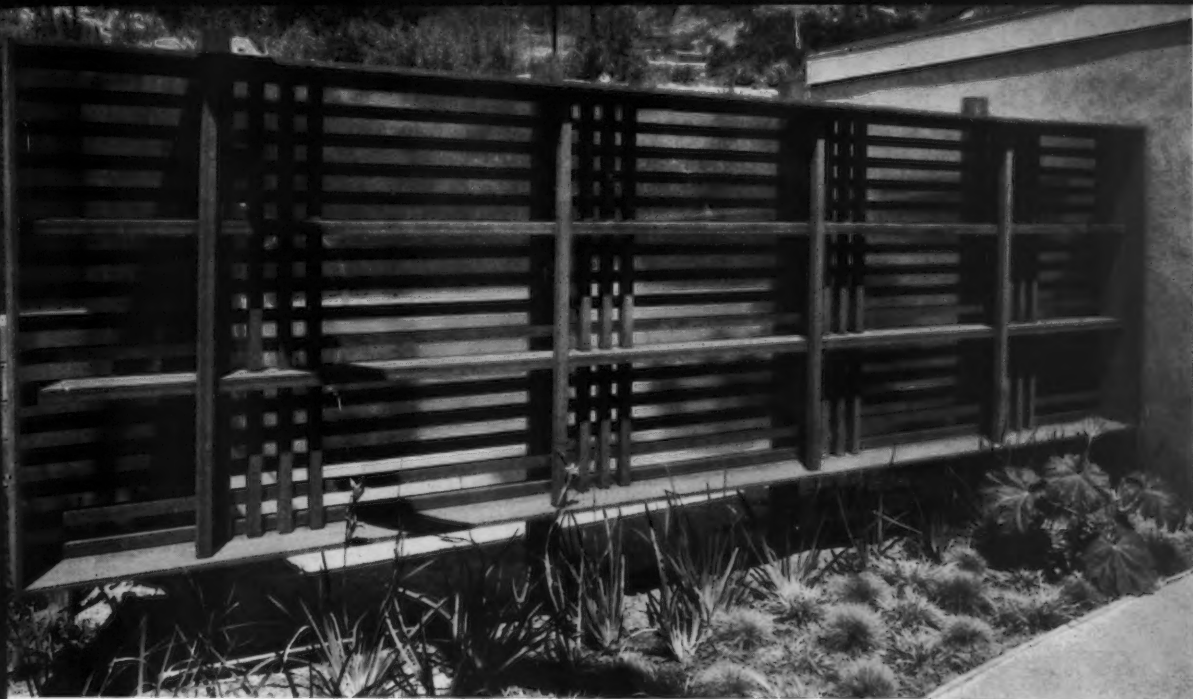


A solid board fence can be improved visually by using random, or alternating, board widths and by opening up a portion with spaced horizontal rails.

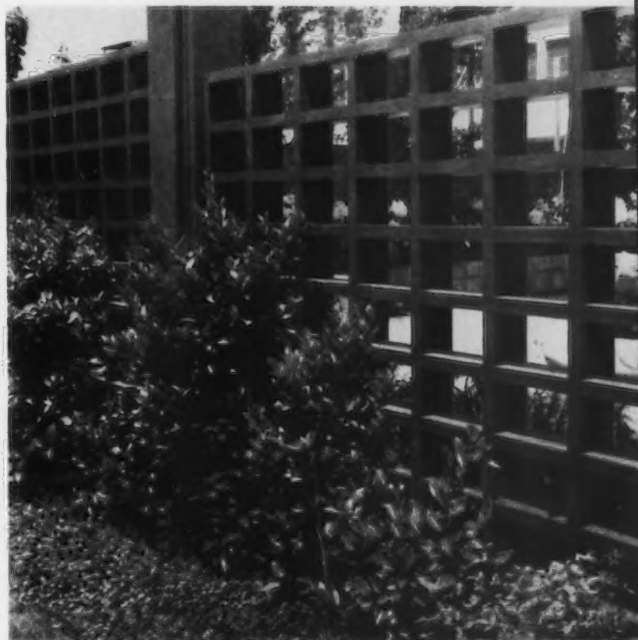


Open design, free passage of breeze and sunlight, are characteristic of the steeplechase fence shown above, taking its inspiration from country fairs and horse shows.

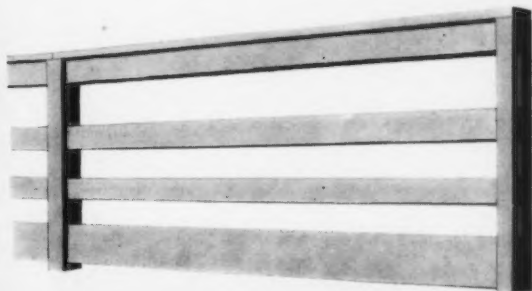




Picture above and diagram to left show novel approach to attaining decorative textural and structural effects along with achievement of complete privacy the full extent of fence.



2 x 6 boards here form a lattice fence that is somewhat more substantial in appearance than the conventional garden lattice. In addition to the decorative value of the fence itself, this type can become an attractive privacy screen by employing plantings of various types of flowers, shrubs or climbing vines.



Split rail fences used in pioneer times as boundry markers evolved into this post and board fence which is traditional in many parts of the country.

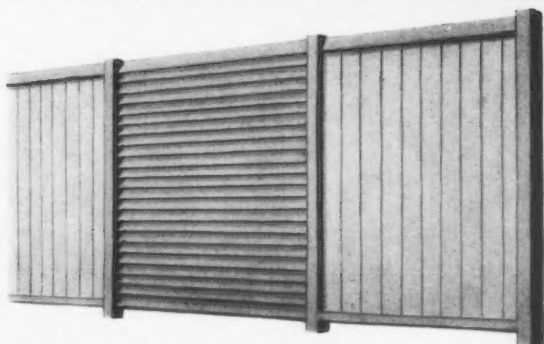




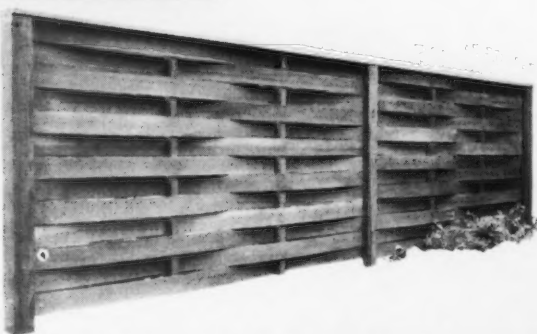
## Redwood Fences Continued

Closely set vertical louvers form a fence which is nearly as solid as a plain board fence, but with a more interesting appearance. Louvered fence should be planned with the "blind" side toward public traffic—generally set at an angle of  $45^\circ$ . First emplace posts, then attach top and bottom rails. Nail the vertical louver boards in place, driving through top rail and toenailing at bottom rail. Use template to keep spacing and angles between louvers constant.

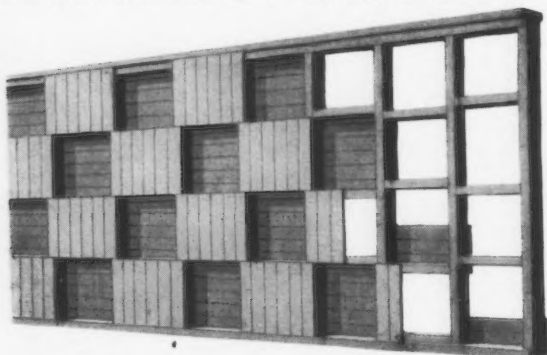
For brochures or information write:  
California Redwood Association,  
576 Sacramento St., San Francisco 11, Calif.  
or Circle Service Card No. 111.



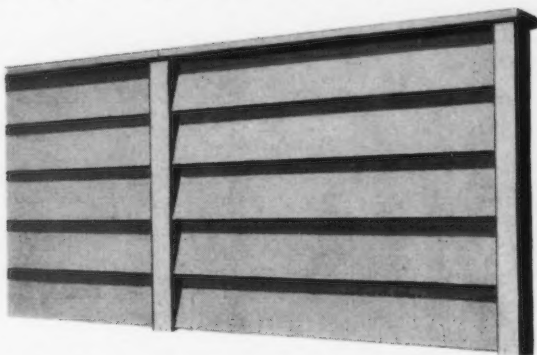
Alternate panel fence relieves the monotony of a long fence. Panels may be of equal or unequal width. Pieces may be all flush faced, or alternate panels louvered, as shown.



Good shadow lines are found in the basket-weave fence, made by weaving thin strips or redwood around spacers, either butting them into posts or nailing directly to sides of posts.



Here short 2 x 4 girts are toenailed to posts, forming square frames. Alternate frames are faced with short lengths of 1 x 4's laid vertically on one side of fence, horizontally or other.



Popular louver pattern may also be handled horizontally. This type of louver construction assures complete privacy, and controls strong cross winds.

# FENCE POTENTIAL BIG IN ALABAMA

by Wendell R. Givens

A small investment in fence materials five years ago has grown into a thriving enterprise for a hardware supplier in Birmingham, Alabama—in metal and wood.



Hackney Hardware introduced redwood fence in the Birmingham area. R. B. Jones, manager of the fence department, poses by a Hackney-built fence.

Indicative of the rapid rise of the fence industry in the Southeast is the record of Hackney Hardware and Supply Co., 719 Graymont Ave., N., Birmingham, Ala.

Five years ago Cecil F. Hackney's hardware store, with some reluctance, invested \$700 in fence stock. At the time, the store had three employees and specialized in nut and bolt sales.

Today 80 per cent of the store's total business is fence sales. The company has 30 employees, ships fence supplies to 30 states, makes its own gates and fittings, and expects to top \$400,000 in fence trade alone this year.

"We moved into a vacuum when we entered the fence business," related Mr. Hackney. "There were no major suppliers of fence in this

area. We sold fence for a home occasionally and bought our gates from an erecting contractor, R. B. Jones, who made the gates by hand in his spare time.

"He foresaw the potential business for a fence company that made its own gates. We hired him to do our erecting, and he talked the store into buying a hydraulic bender. Business picked up and we expanded. We made revolving wiring-up tables and developed jigs to make square frame gates."

All the improvements were made in a fence yard and shed adjacent to the hardware store.

Soon realizing the advantage of having fittings readily available, Mr. Hackney prevailed upon a nearby stamping company to produce a line of steel fittings. A few

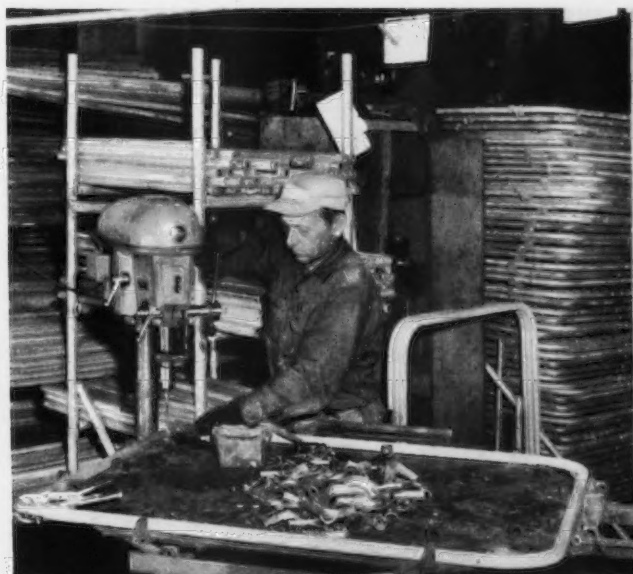
months later a partner in the stamping company retired and Mr. Hackney leased the plant. He now makes all the fittings his own plant requires and sells them in large volume.

The company also operates its own die shop, with a die casting machine, lathes, two shears, a brake and 23 punch presses. By shearing its own steel stock, the plant is able to buy sheets of steel, rather than the more expensive strips.

Most Hackney fittings are steel, but the company makes some aluminum parts.

Mr. Hackney often sells fittings to the plants from which he buys chain link fence, because, he points out, most wire companies sell fittings mostly as a service, often making only a small profit on them to get the fence orders.

Continued page 26



Soon after entering the fence business, the Hackney company began making fittings and gates and now ships to 30 states.



Owner Cecil Hackney of Hackney Hardware and Supply Co., discusses fence with a customer.

# THE LOWDOWN ON SBA LOANS

by Larston D. Farrar\*



In order that our readers may become better informed concerning the loan policies of the Small Business Administration, this magazine commissioned Larston D. Farrar, noted Washington business writer, to interview SBA officials, and to give us their *verbatim* answers. Here is the result.

**QUESTION — What type or types of loans are available from the Small Business Administration, and what businessmen are eligible?**

**Answer:** Small Business Administration loans are available to small companies in the manufacturing, wholesaling, retailing, and service fields. Publications, as such, are barred from SBA loans, and so are drive-in theatres, but four-walled theatres are eligible for loans.

There are four types of SBA loans. These are: (1) participation; (2) direct; (3) Limited Loan Participation, and (4) disaster.

A "participation" loan is one made jointly by the Small Business Administration and banks or other private lending institutions. Two-thirds of the Agency's loan approvals are in this category. In many cases of bank-participation on loan agreements, the bank will assist the potential borrower with the filing of the loan application. If not, the potential borrower should visit one of the SBA field offices, discuss his financial need with a financial specialist and obtain the proper loan forms.

A "direct" loan is one in which there is no bank participation. All of the funds are advanced by the Government. It is the policy of the SBA to make direct loans only after the possibility of negotiating a bank-participation agreement has been exhausted. The SBA will **not** make any type of loan, direct or participation, until the potential

borrower has tried, unsuccessfully, to obtain a regular bank loan. By law, the Small Business Administration can make loans to small firms only when financing is not otherwise available to them on reasonable terms. The small business owner therefore should first seek a needed loan from his local bank, or other local source of financing. If the private lender will not make the loan by itself, but is willing to do so if the SBA agrees to participate in it, the business man may apply for a bank-participation loan. If the bank will not make a loan even with the Small Business Administration participation, the businessman then may apply for a direct loan from the SBA. His application **must** be accompanied by a letter from the bank stating that it is unable to make the loan. If the businessman's firm is located in a city of 200,000 population or more, his application to the SBA must be accompanied by letters from two banks stating that they cannot grant the requested loan.

A "Limited Loan Participation" loan is designed especially to assist small retailers, wholesale distributors and service establishments, although other types of business loans are also available to them. As a rule, small concerns in these fields have very little in the way of tangible collateral which they can pledge for a loan. However, they often have a good earnings record,

competent management, and a creditable record with local banks for meeting their obligations. Under this plan, the SBA will participate with a bank in a loan to a firm up to a maximum of \$15,000, or 75 per cent of the total amount of the loan, whichever is the lesser. Generally, the participating bank's share in the loan must represent additional exposure on the part of the bank equal to not less than 25 per cent of the total amount of the loan. The maximum maturity on Limited Loan Participation agreements is five years. Maturity of other types of SBA loans may be as long as 10 years. The method for obtaining a Limited Loan Participation agreement is the same as for any other type of bank-participation loan.

A "disaster" loan is made to businessmen, home-owners, and individuals, in areas designated as "disaster areas" by the President. These are low-interest loans — three per cent — made to tide over those stricken by disaster until they can get on their feet. Strictly speaking, any citizen in a disaster area can get a disaster loan, if he can show that his difficulties are due primarily to the flood, hurricane, or other disaster which has struck the area.

\*Larston D. Farrar is a noted Washington business writer. He is the author of the successful, top selling *Signet Book, WASHINGTON LOWDOWN*. He is also the author of thousands of articles which have been published in magazines during the past 17 years. He is an authority on the Washington scene.

Continued next Page



**QUESTION — Do I have to show evidence that a private lending institution has refused the loan?**

**Answer:** By law, the Small Business Administration can make loans to small firms only when financing is not otherwise available to them on reasonable terms. The small business owner therefore should first seek a needed loan from his local bank or other local source of financing. If the private lender will not make the loan by itself, but is willing to do so if the Small Business Administration agrees to participate in it, the businessman may apply for a bank-SBA participation loan.

If the bank will not make a loan, even with the Small Business Administration participation, the businessman then may apply for a direct loan from the Small Business Administration. His application must be accompanied by a letter from the bank stating that it is unable to make the loan. If the businessman's firm is located in a city with a population of 200,000 or more, his application to the Small Business Administration must be accompanied by letters from two banks stating that they cannot grant the requested loan.

**QUESTION — Is it any easier to get a Small Business Administration loan if I can arrange for partial private financing?**

**Answer:** Naturally, if a local bank, which is familiar with a small firm's credit record and its day-to-day operations, is willing to share in a Small Business Administration loan to the firm, this helps to assure the Agency that the loan is a good risk. Further, since the bank has done more of the necessary credit investigation before the loan request is submitted to the Small Business Administration, the Agency usually can process this type application more quickly.

**QUESTION — What are the maximum amounts available to me?**

**Answer:** The amount which you may borrow from the Small Business Administration depends upon how much you need to carry out the intended purpose of the loan. However, under the Small Business Act of 1953, which created the Agency, the largest loan the Small Business

Administration can make to any one borrower is \$250,000. This is the maximum both for a direct Agency loan and for the Agency's share of a participation loan.

The Small Business Administration is authorized to make loans of more than \$250,000 to groups of small firms which have formed a corporation to produce or obtain raw materials or supplies. In the case of these so-called "pool loans," the maximum amount is \$250,000 multiplied by the number of small firms which have formed the corporation.



Wendell B. Barnes, Administrator,  
The U. S. Small Business Administration

*There has been a marked increase in loan applications received by the SBA, . . . a result in part from a tightening of private credit and more widespread dissemination of information about the agency's lending service.*

*Since the inception of the Small Business Administration in September of 1953, the agency has approved 9,969 business loans (to May 29, 1958) totalling \$466,173,000. Apart from some \$75,000,000. paid out by the SBA as disaster loans.*

**QUESTION — What are the terms of repayment on a loan?**

**Answer:** The Small Business Administration's business loans generally are repayable in regular installments, usually monthly including interest on the unpaid balance.

General business loans may be for as long as 10 years, loans under the limited loan participation plan for a maximum of 5 years, and pool loans for a maximum of 20 years.

The interest rate on the Small Business Administration's direct business loans has been set by the Agency's loan policy board at 6 per cent per annum. In participation loans, the private lender may set the rate of interest on the entire loan, provided it does not exceed

6 per cent per annum. The interest rate on the Agency's pool loans is 5 per cent per annum.

**QUESTION — Do I need Government contracts to be eligible for a loan?**

**Answer:** Not at all, although of course the Agency does make loans to small firms which need working capital to carry out Government contracts.

**QUESTION — How long must I wait, normally, for action on a loan?**

**Answer:** The Small Business Administration acts promptly on all applications, and in most cases a decision can be given within about three weeks. However, the time required to process a particular application depends in part upon the care with which the businessman has prepared his loan request, the completeness of the information he has furnished, and the amount of work necessary for the Small Business Administration to give full consideration to all elements of the application.

As pointed out previously, the Agency generally can act more quickly on an application for a participation loan than on one for a direct loan, since the bank provides the Small Business Administration much of the necessary credit information.

**QUESTION — How can I determine whether I qualify as a small business?**

**Answer:** There are two important considerations here. First, as defined in the Small Business Act, your firm must be independently owned and operated and not dominant in its field. Second, you must meet the Small Business Administration's criteria in regard to dollar volume of business. In general, the Agency classifies a wholesale concern as small if its yearly sales are \$5,000,000 or less, and a retail or service trades firm as small if its yearly sales or receipts are \$1,000,000 or less.

**QUESTION — What sort of records and information will I need to present?**

**Answer:** In considering an application for either a participation or a direct loan, the Small Business

*Continued next Page*



#### Continued—Lowdown on SBA

Administration will want the same kind of information that a bank needs when weighing a loan request. The Agency will want to know the proposed purpose of the loan; your financial condition; how you propose to repay the loan, and the available collateral.

**QUESTION — Where do I go to apply for an SBA loan? Whom do I see?**

**Answer:** As indicated, you should first see your local bank about a bank loan, or a bank-Small Business Administration participation loan. If the bank cannot extend the financing on its own, or in participation with the Small Business Administration, you may then apply to the Agency for a direct Government loan. The local bank most likely can give you the address of the nearest of the Small Business Administration's 37 field offices, which are located in major business centers across the nation. Or, if you live in or near a large city, you might check the "U. S. Government" section of its telephone directory to see if a Small Business Administration office is located there. Of course, if you prefer, you can obtain the address of the nearest field office through written inquiry to the Small Business Administration, 811 Vermont Ave., N. W., Washington 25, D. C.

**QUESTION — Can I use part of an SBA loan to pay off a first mortgage against my place of business? Can I use part of such a loan to liquidate other indebtedness against my business?**

**Answer:** In general, the SBA will allow the use of proceeds of one of its loans to pay off a first mortgage against a property only when the mortgage has already been substantially repayed and only a relatively small part of it remains due. In such cases the funds may be used to pay off the first mortgage holder and the Small Business Administration will then take a first mortgage as collateral. If the prospective borrower has a first mortgage on his property that has a long time to run and is on favorable terms the Small Business Administration will not advance funds to pay it off.

Many of the business loans approved by the Small Business Ad-

ministration are used to pay off various types of indebtedness that the businessman has incurred. It is often advantageous to the borrower to consolidate all of his debt obligations in this manner.

**QUESTION — Is it possible, instead of obtaining a formal written refusal from a bank or insurance company, that I can have a real estate broker furnish a letter to the effect that specific banks and insurance companies have refused to accept a mortgage loan against my business property?**

**Answer:** No. The Small Business Administration requires that the prospective borrower first visit his bank of account and discuss the possibility of obtaining a private loan before he can apply for a Government loan. In larger cities he is required to try to obtain the funds from one other bank in addition to his bank of account.

**QUESTION — How far back should I be required to submit an operating statement?**

**Answer:** Detailed financial statements covering at least three years of operation are usually required, and in some cases the Small Business Administration may ask for statements covering the past five years.

**QUESTION — Can I make a loan to improve my business structure, expand it, re-equip it and renovate it, or otherwise to make it more modern?**

**Answer:** Yes. Many Small Business Administration loans are made for these purposes. Loans are made by the Small Business Administration to finance business construction, conversion of expansion; to finance the purchase of equipment, facilities, machinery, supplies or materials, and to supply working capital.

**QUESTION — If I am turned down by a regional office, can I appeal to the Washington headquarters office?**

**Answer:** It is not necessary to make such an appeal since regional offices, while they have the authority to approve the smaller Small Business Administration loans, do not have authority to decline them

— they can only recommend to the Administrator in Washington that they be declined. Such loans are always reviewed in Washington. When a loan application is declined by the Washington office, the businessman may appeal for reconsideration if he can show that he can successfully overcome the objections that the Small Business Administration had for refusing the loan.

#### Potential In Alabama— Continued from Page 24

Until this spring, the Hackney plant did its own erecting, but the company had expanded so that Mr. Hackney sold all his equipment to erecting contractors. The company now passes all leads on home jobs to two fulltime commission salesmen, who operate independently out of the Hackney plant. The company still bids on all commercial and industrial jobs and handles all wholesale business, which is 80 per cent of the total volume.

Mr. Hackney buys steel from two Birmingham plants and chain link fence from various companies by the carload.

The Hackney store introduced redwood fence in the Birmingham area. Mr. Hackney believes the potential is great for redwood, too. His company wholesales it and bids on home jobs. Erecting contractors set the posts and Hackney carpenters finish up.

Having seen the tremendous potential in fence sales, Mr. Hackney is encouraging hardware stores, especially in small towns, to get in on it. He points out to the small town storeowners that they can buy fence by the job, rather than keeping a large stock, and regular store employees can erect it more economically than can a dealer in a distant city.

Mr. Hackney was particularly pleased to learn of the publication of Fence Industry Trade News. "After we decided to get into the fence business," he recalled, "it took us four years and numerous out-of-state trips to get the information we needed. We didn't know who sold what, or where. Eventually we found most of what we needed right in our own back yard. But such a magazine would have saved us time and money. Even so, we figure it will still be a tremendous help to us and to the industry as a whole."



## CANADIAN FENCE ERECTOR tackles rugged jobs—USING "OLD RELIABLE '48" Fargo Fence truck.

(Top Row) Winter fence job at TCA airport, Winnipeg. 576 Car parking lot. Ready to pour with frozen concrete application after the snow blowers pass. Used Dosco materials. (Second Row) Cutting high post in undulating fence line with our self designed portable electric pipe cutter. Weighs 22 pounds with motor. Vicinity tower 4 and Golden Ears Mountain. (Third Row) Reclaiming for a re-erection installation and here's our '48 Fargo. It has been beating a track from Ontario to

British Columbia. Loads platform, winch, boom, generator, wire, reeling devices, boring tools, materials and is dualled for sand. (Bottom Row) Six miles of fencing for Vancouver Island Arsenal. Whacking timber, bush, outcropping of rock, swamp, hardpan, sand and gravel . . . one of our installations completed for the Wyatt Construction Company. On the scene photos submitted by A. M. Lewis, Lewis Construction, 1203 McMillan Ave., Winnipeg 9, Manitoba, Canada.

FENCE INDUSTRY

You cannot tell me that low wage scales are a mark of efficiency. Nor can you tell me that governmental subsidization of exports represents efficiency. Quite the opposite. One of the reasons for the foreign worker's lower wage scale, and lower standard of living, is that he is less productive. This may not be his personal fault. He may actually work harder but with inferior tools. But any way you slice it he is less productive and therefore less efficient.

The hooker is that while he may, let us say, be 50 per cent less productive his wage may be only 25 per cent of the American worker's. Simple arithmetic then reveals that while the product is less efficiently produced it has none-the-less been produced at half the cost of the American product in terms of U. S. dollars.

If, then, we do not equalize this imbalance by means of an appropriate import duty we are tending to drive the efficient American producer out of business while we encourage the less efficient foreign producer.

This contradicts the very essence of the free trade goal and I cannot for the life of me see where it makes economic sense.

In our own country we have the Fair Labor Standards Act. Among other things it denies the sale in interstate commerce of the goods of employers who pay substandard wages or provide substandard working conditions. Is it conceivably fair that we allow to foreign employers access to markets that we deny to our own nationals? The proponents of lower tariffs are, in effect, suggesting that we do just that—that while we have outlawed the sweatshop in America it is perfectly moral and businesslike to buy from the sweatshop of Europe or Asia or South America.

This leads me to note that comparative costs of production are not entirely a matter of technology, productivity and labor-management bargaining.

Since 1934 we have had the Fair Labor Standards Act, the Social Security Act, the Wagner Act, and the Walsh-Healy Act.

All of these have added to our costs of production and our productive machine has further borne a constantly rising tax burden.

I am not criticizing or complaining about these things. I am saying that they are economic facts of life which must be recognized as influencing our competitive position in relation to other countries. We have placed certain burdens upon ourselves because we felt it to be in

the public interest. Is it unfair to ask that we be protected against those who do not bear similar burdens?

Well . . . I wonder how many of you are driving 1934 automobiles. Our government is driving one. We have been tinkering with, and patching up this 1934 model tariff law over all these long years. And now we are being asked to put another set of retreads on it.

Instead of buying a new set of tires for a 1934 car is it not now time we went shopping for a new 1958 model?

Early this month the American Tariff League released a 100-page analysis of our position with regard to world trade, together with recommendations for a program for the future. I concur with those recommendations and would like to mention just a few of them.

One was that the Tariff Commission be increased from six members to seven and that it then prepare a comprehensive revision of our entire tariff and foreign trade regulatory structure. We talk about "reciprocal" trade agreements, but the study points out that because of our multilateral agreements under GATT a rate reduction in a trade agreement with one country is extended to all whether or not they have any agreements with us and whether or not they have made any reciprocal concession on our exports. One objective of the revision would be to remove these inequities.

It further recommends that consideration be given to the institution on an incentive, or sliding scale, tariff system which would recognize and reward countries which improve the living standards or wages of their workers.

In effect this would mean that we would have varying rates of duty for similar items originating from different countries. Thus imports from Canada, for example, because of her high living standards would come in duty free or at very low rates. In fact, we might well expect completely free trade with Canada within a reasonable period of years. In general, on the contrary, items originating in low-wage countries would carry higher rates of duty.

Now, someone will call this discriminatory, and I can't argue the point. But I will point out that under our present agreements through GATT, and our "most favored nation" clause, we are now discriminating against the *higher wage* countries.

If we are committed to an objective of raising world living standards—and I assume we are—then it seems to me we are now going about the thing backwards. A uniform duty, regardless of origin, tends to encourage the sweatshop and place the high-wage producer at a disadvantage.

In any event, this sliding scale structure would also tend to accomplish the objective of "equalizing" foreign costs with domestic costs in our marketplace.

The study also recommends that the Tariff Commission, as an agent of Congress and subject to Congressional review, should have the task of classifying, defining and setting rates of duty in accordance with basic standards set by Congress and with the advice of various executive departments and agencies such as the Departments of Commerce, Treasury, Interior, Labor, Defense and State.

It recommends that special provisions be made for use of the tariff to prevent dumping, to offset the use of a foreign bounty or subsidy on exports to the U. S. and as a penalty for unfair import practices. It, of course, proposes that the Tariff Commission should keep all items under review and make adjustments as necessary to meet changing situations.

One of the reasons we do so much arguing over tariffs and trade is that we are seeking means to help other countries, and particularly the newly developing countries, to strengthen their economies. Private American capital could be a potent force in this objective and in some cases already has been. Under proper conditions it could replace much of our aid to foreign governments.

It would seem to me a good idea for some government agency to take this idea in tow and see what things can be done, internally and externally, to encourage private foreign investment. Vice President Nixon touched on this some weeks ago in San Francisco, so perhaps something will be done. I sincerely hope so.

And, if so, this is one further reason for taking a long look at our tariff structure, because I should not like to see us encourage American producers to go abroad simply for the sake of exploiting low-wage labor and importing their production back into the United States. This is truly the exportation of jobs and it will happen as surely as the sun shines if, by our policies, we make it sufficiently attractive, or worse yet, make it necessary to business survival.



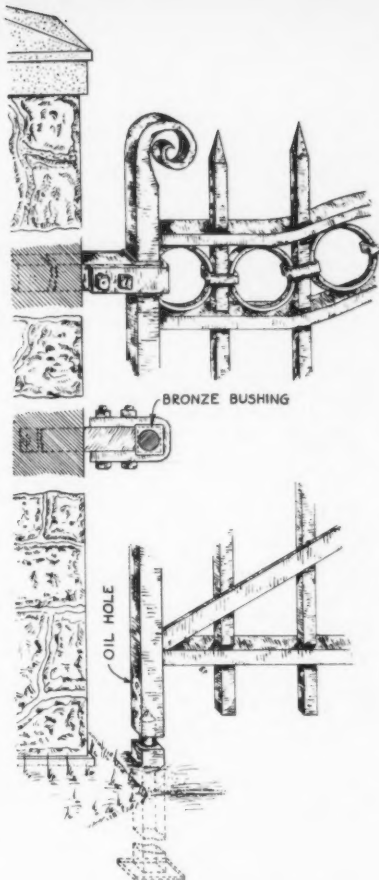
# Iron Fence Features ...

The details are important business with Stewart. Seventy-two years of fence building gives this firm's products the qualities to be compared to precision watchmaking.

The Editors of Fence Industry have put the spotlight on the ornamental iron fence features appearing in the catalog of The Stewart Iron Works Company of Cincinnati 1, Ohio. Presented on this page are some of their manufacturing processes.

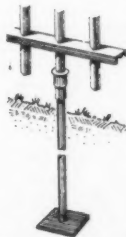
Stewart recommends the following to its customers: For the finest finish possible and to prolong the life of iron fences and gates have the materials shotblasted, followed by a protective prime coat of zinc chromate and then a shop coat of black paint prior to shipment.

A second catalog of the Stewart Iron Works Company is a noteworthy achievement and concerns their chain link wire fences and products.



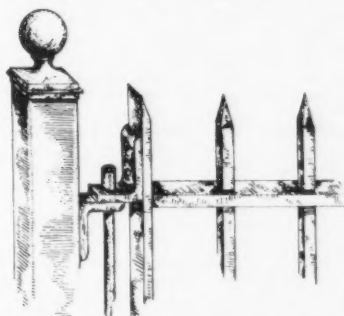
## HINGE DETAILS

Eye-and-socket hinge construction. Upper hinge equipped with frictionless bronze bushing, and socket is ball type of hard steel. Oiling provision at pivot assures easy operation.

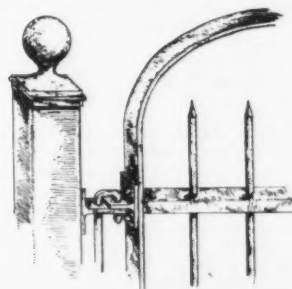


## CENTER SUPPORT

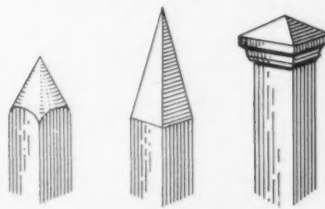
Detail of cup stud center support, used under the center of a fence panel prevents sagging and keeps it in line. Support may be set in the ground or a small concrete footing at the proper depth, so that the center picket of the panel can rest in the thimble. Support can then be raised or lowered by turning the vertical rod which is connected to the anchor plate by thread adjustment. For wall setting, center picket of each panel is extended 1" into wall.



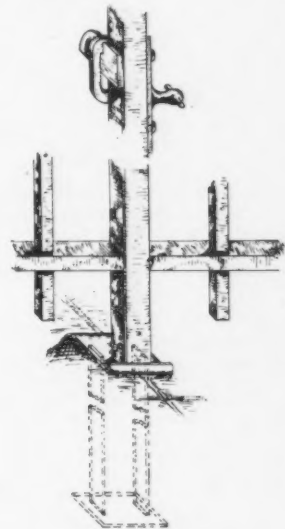
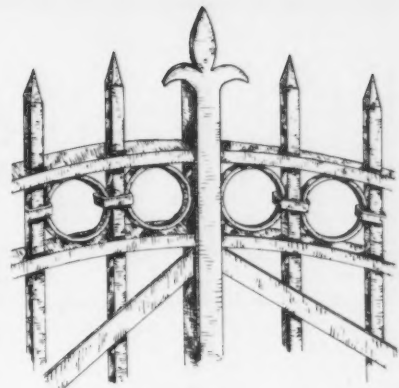
Type of hinge construction used on lightweight walk gates—with self-closing feature.



Type of hinge construction used on medium weight walk and drive gates.



## PICKET TOP FINISHES



## LATCH DETAILS

Detail showing center lift latch arrangement and center gate stop. Locked position accomplished by  $\frac{3}{8}$ " slide bolt engaging center gate stop.



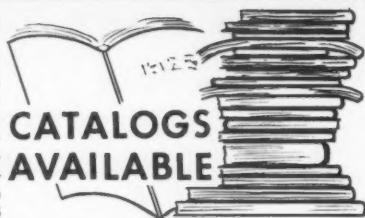
## SLIP-OVER CONNECTION CAPS

Detail of slip-over connection for Oval-Back I-Beam Line Posts. Slip-over connection hides ugly rail ends, provides for lengthwise adjustment as well as expansion and contraction, while the set screw arrangement allows the connection to be raised or lowered for adjustment.

For additional information circle Service Card No. 112



A comprehensive guide, listing services and products offered by manufacturers, distributors and importers. In many cases incomplete products listings are presented due to space limitations. Nevertheless, a representative listing of products is given in order to acquaint the reader with the general type of merchandise each concern handles. **THOSE DESIRING TO SECURE COPIES OF THESE CATALOGS SHOULD WRITE ON THEIR BUSINESS LETTERHEAD DIRECT TO THE COMPANIES NAMED, MENTIONING FENCE INDUSTRY or by using the BUYERS SERVICE CARD appearing in this issue.**



Manufacturers and wholesalers are invited to send their catalogs or brochures to the CATALOG EDITOR.

**THE RIDGE TOOL COMPANY, Elyria, Ohio. 26 Page catalog** listing pipe tools, wrenches, wrench parts, pipe reamers, threaders, geared pipe threaders, tubing cutters, cutter wheels, bench, post and stand yoke vises, screw extractors, drills, etc. Circle No. 51 on Buyers Service Card.

**TENNESSEE FABRICATING CO., 1490 Grimes St., Memphis, Tenn. Numerous catalogs and brochures** listing decorative ornamental iron products. Ornamentation, numerals, weather-vanes, railings, columns, outside lamps, fences, etc. Circle No. 52 on Buyers Service Card.

**THE CHARLES HESS CO., 1000 E. 46th St., Brooklyn 3, N. Y. Catalog pages** listing hook bolts, anchor bolts, U bolts, tie rods, continuous thread steel rods. Includes prices and other data. Circle No. 53 on Buyers Service Card.

**J. R. QUAID, INC., 3131 Franklin Ave., New Orleans 22, La. Numerous catalogs and brochures** listing chain link fence, fittings, fabrics and parts. Includes all types of installations, gates, gate frames, rail, post, gate latches, scrolls, sleeves, ornaments nuts and bolts, post hole diggers and fence tools, hinges, fence signs, ornaments, aluminum wire and practically all items required for fence erecting in metal. Circle No. 54 on Buyers Service Card.

**MACGILLIS & GIBBS CO., Milwaukee 2, Wis. 4 Page** four color brochure describing "Nor-Craft" wood fences. Numerous styles shown and methods of setting. Circle No. 55 on Buyers Service Card.

**LAWRENCE BROTHERS, INC., Sterling, Illinois. 18 Page catalog** listing strap and t-hinges, hasps, hasp hooks and staples, offset hinges, half surface hinges, bolt hooks, screw hooks, screw hook and eye hinges, etc. Circle No. 56 on Buyers Service Card.

**SUPER-GRIP ANCHOR BOLT CO., 3333 N. 22nd St., Philadelphia 40, Pa. 36 Page catalog** listing steel anchors, anchor bolt assemblies, galvanized sheet metal sleeves, hook, loop and pipe bolt assemblies, eye bolts, tamping tools and anchors for concrete, etc. Circle No. 57 on Buyers Service Card.

**STANDARD STEEL & WIRE CORP. OF N. Y., 745 5th Ave., New York, N. Y. 10 Page catalog** listing wire and wire products for use in the fence field. Chain link fabric, in aluminum and steel, barbed wire, etc. Circle No. 58 on Buyers Service Card.

**W. & H. MANUFACTURERS, Nebraska City, Neb. Catalog pages and brochures** listing firm's "Jiffy Clip" electric fence post insulator fasteners. Circle No. 59 on Buyers Service Card.

**MCKINLAY WATSON & CO. LTD., 2209 Fordham St., Hyattsville, Md. Catalog pages** describing firm's "Colorlink" fence fabrics and the 10 color styles manufactured for the trade. Circle No. 60 on Buyers Service Card.

**CONCORD WOODWORKING CO., 10 Beharrell St., West Concord, Mass. 4 Page brochure** for dealer imprint, listing home and garden fencing in western red cedar. Includes methods of installation, styles, specifications, ranch fence, estate fence, colonial picket, cape cod, woven picket roll, red roll general utility fence, and other descriptive matter concerning firm's products. Circle No. 61 on Buyers Service Card.

**ARNOLD-DAIN CORP., Route 6, Mahopac, N.Y. Numerous catalogs and brochures** listing picket and other types of wood fence, how-to-do-it items, and a general line of wood products for fencing. Circle No. 62 on Buyers Service Card.

**RUSTIC CEDAR CO., 15021 Bothell Way, Seattle, Wash. 2 Brochures** listing grapestake, shadow, louver top, ranch rail and line rail fences, as well as other types of wood fence. Circle No. 63 on Buyers Service Card.

**KLEIN-LOGAN CO., 122 South 13th St., Pittsburgh 3, Pa. 28 Page catalog No. 29,** listing anvil tools, bars, wedges, chisels, hammers, hoes, mattocks, picks, punches, sledges, tongs, wedges and wrenches. Circle No. 64 on Buyers Service Card.

**MAASDAM POW'R-PULL, 10633 Chandler Blvd., North Hollywood, Calif. 2 Page folder** describing one and two ton capacity Pow'r-Pull hoist winch puller for fences. Includes wire grip and Pow'r Pull Red Devil post tool. Circle No. 65 on Buyers Service Card.

**NATIONAL FENCE MANUFACTURING CO., 4210 47th St., Bladensburg, Md., 4 Page brochure** describing firm's fence materials and specifications for residential and industrial installations. Circle No. 66 on Buyers Service Card.

**PARAMOUNT ALUMINUM FOUNDRY, 15142 S. Paramount Blvd., Paramount, Calif. Single page** fence fittings sheets listing caps, tops, offset rail end caps, barb arm base tops etc. Tubing, rail sleeves, gate connectors, gate latches, etc. Circle No. 67 on Buyers Service Card.

**REYNOLDS ALUMINUM CO., Louisville 1, Ky. 12 Page catalog** listing aluminum chain link fence, aluminum barbed wire, fittings, types of installations, specifications and methods of erection. Circle No. 68 on Buyers Service Card.

**ROBERTSON STEEL & IRON CO., 71 Elm St., Cincinnati 2, Ohio. Numerous catalogs and brochures** listing chain link fences, styles and types of construction, fence and gate fittings, gates, posts, latches, etc. Circle No. 69 on Buyers Service Card.

**GILBERT & BENNETT MFG. CO., Georgetown, Conn. 4 Page Folder** listing firm's line of fence fabrics. Welded fence, flower borders, netting, guards, screening, hex netting and hardware cloth. Circle No. 70 on Buyers Service Card.

**HABITANT FENCE, INC., and Habitant Shops, Inc., Bay City, Mich. 7 Profusely illustrated catalogs** listing wood fence, lawn and garden accessories, stockade fence, lattice fence, picket fence, bark picket, americana paling, post and rail, gates, hardware, ornaments, methods of construction, special treatment of woods. Sketch plans, special garden furniture, post lights and lanterns. Decorative fence units for gardens. Brochures in color for distributors imprint, etc. Circle No. 73 on Buyers Service Card.

**HURRICANE STEEL INDUSTRIES, 1709 Parana, Houston 24, Texas. 2 Catalogs and brochures** listing chain link fabric, wire, posts, pipe, sleeves, fittings, gates, ornaments and other fence items. Circle No. 71 on Buyers Service Card.

**JOHN HASSALL, INC., Westbury, L. I., N. Y. Catalog No. 106, 20 Pages** listing cold headed fasteners, methods of making, usage, rivets, nails, screws and threaded parts, double headed parts, and a variety of fasteners. Circle No. 72 on Buyers Service Card.

**INTERNATIONAL ELECTRIC CO., 510 N. Dearborn St., Chicago 6, Ill. 16 Pages** listing and describing the useage of electric fence controllers and installation, including a weed control device. Circle No. 74 on Buyers Service Card.

**KEYSTONE REAMER & TOOL CO., Millersburg, Pa. 28 Page catalog** listing metal working tools. Reamers, reamer sets, expansion reamers, screw removers, rethreading tools, twist drills and cabinets, shank and other types of drills, grinding wheels, gauges, etc. Circle No. 75 on Buyers Service Card.

**CAMERON TOOL & MFG. CO., 7545 Russell St., Detroit 11, Mich. 1 Page Circular** listing a brand new type of gate hinge. One size which fits both 2" and 2-3/8". O.D. post by use of a longer bolt. Circle No. 76 on Buyers Service Card.

**DOLCO MANUFACTURING CO., 2350 Curry St., Long Beach 5, Calif. 40 Page Catalog** gate latches and finishes, gate hinges, strap hinges, cane bolts, thumb latches, handles. Circle No. 77 on Buyers Service Card.

**CF&I CORP., REALOCK FENCE DIV., Office in principal cities, U.S.A. 60 Page Catalog No. F915,** profusely illustrated, listing types of fences firm manufactures, methods of identifying line posts, top rail, barbed wire, H-section line posts, specifications, methods of setting posts, spacing, etc. Includes tennis court installations, gates, fittings and special installations. Also fabrics available and principal products of firm. Circle No. 78 on Buyers Service Card.

**DURBIN-DURCO, INC., 1435 Woodson Rd., St. Louis 14, Mo., 20 Pages** listing ratchet load binders, chain tighteners, grab and slip hooks, wire rope clips, wire and fence stretchers, Page Fence stretching tools, gate irons and wood farm gates, chain hoists, etc. Circle No. 79 on Buyers Service Card.

**FENCEPAINTER DIVISION, 4911 S. Racine Ave., Chicago 9, Ill. 54 Page Catalog** listing weed killers, fence painting tools, brushes, supplies, de-rusting wire brushes, fence enamel, etc. Circle No. 80 on Buyers Service Card.

**FARLEY FENCES, INC., 217 Davidson Bldg., Bay City, Mich. Series of Catalogs and brochures** listing firm's wood fence line, styles, specifications, gates and hardware, quotation order forms and sketch sheet. Circle No. 81 on Buyers Service Card.

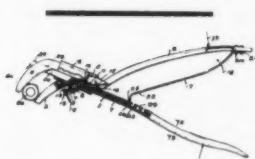
Continued next Page

## PRODUCTS and PROCESSES

This department is published to provide small business firms with additional sources of information on products and processes which may open up new fields of endeavor. The information contained herein was gleaned from the **Products Lists of the SBA**. The listing of any product or process in no way constitutes an endorsement by this publication.

The privately and Government-owned inventions listed herein are available for use through purchase, licensing or the other commonly used arrangements. The Government-owned patents, however, are limited to licensing for use only on a nonexclusive, royalty-free basis. Such a license may be obtained by applying to the appropriate governmental agency in each case.

General information concerning the inventions listed in this publication, such as (1) patent number (if patented), (2) patent owner's name and address, or (3) Government agency administering the patent may be obtained by writing to the Production Assistance Division, Small Business Administration, Washington 25, D. C., indicating the appropriate reference number shown in the margin.



### 33-XIV-34 — ADAPTABLE JAWS

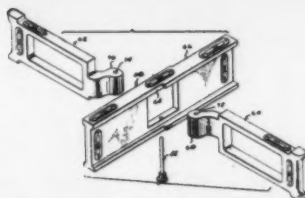
**PLIER - SIC 2283; Patented (Tools)** A plier having a number of advantages for fast operation and quick adjustment to various sizes of objects, by simply moving the end of a flexion spring into one of the several sockets on the inner side of one of the handles. The handles, when pressed toward each other, will cause the spring to exert a thrust on the jaws, forcing them toward each other, thus gripping objects such as nuts or bolts to be tightened or loosened. When pressure on handles is relaxed, the jaws recede enough to allow free movement, of the pliers, supplementing a ratchet wrench. The set screw can be used to lock an object between the jaws, if so desired.

### 33-G13 — SOLDERING OF ALUMI-

**NUM BASE METALS - SIC 2899, 3352, 3359; Patented (Metal Working)** Aluminum is soldered to metals of different types, such as copper, brass, or iron, by first heating the aluminum metal to slightly above 30 degrees C. A small amount of metallic gallium is rubbed into the surface of the aluminum so that an aluminum-gallium alloy forms on the surface. The aluminum is then heated to 180 to 200 degrees C., and a lead-tin soft solder is applied to the alloyed surface. The aluminum is then combined with the other metal piece.

### 33-V-90 — AUTOMATIC ANGLE

**LEVEL - SIC 3423; Patent Pending.** An instrument designed for use by unskilled or skilled craftsmen in measuring surfaces to determine whether a surface is level, or determining the angularity or pitch of a surface. Simplified construction of the instrument is aimed to cut production costs.



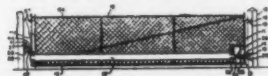
### 33-VI-44 — LEVELING GAUGE - SIC

**3423; Patented (Geometrical Instruments)** A level which has one or two arms connected to a main frame swinging independently about a common axis in opposite directions from the frame, to permit checking the level of the work in a number of directions at one time. The common level is a straight, relatively narrow, elongated level, which checks only that area of the work in direct contact. Since the area is relatively small, irregularities in the surface area of the work in adjacent locations cannot be observed unless the level is moved to different locations. Even under these circumstances, an accurate observation cannot be made of adjacent areas; each may be level, but they may not be level with one another, and their relative offsetting from a common plane is not detectable with a common level placed against one of the areas and then against the other. This invention provides a level which will eliminate those deficiencies.



### 33-XIII-35 — RUSTIC GATE - SIC

**2499; Patented (Fences)** The method of construction gives pleasing rustic effect to suitable architecture, such as ranch type homes, lodges, parks, etc. No special equipment is required to make it. It is split from the cedar log with a shake froe. It has excellent architectural possibilities in the form of gates, screens, porch railings, and even open truss fillers and ceiling beam decoration. Could be either rustic rough finish or sand blasted and lacquered or sealed to bring out the natural effect of the wood.

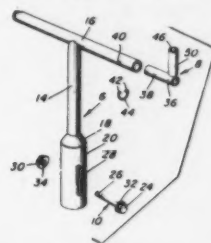


### 35-W-3—VEHICLE ACTUATED GRAVITY

**CLOSED GATE—SIC 3449, 3481; Patented (Gates).** The invention provides a driveway gate which can be opened in both directions by pushing against it with the front or rear of a vehicle (automobile bumpers, etc.) Will remain open while vehicle passes through gateway, then returns by gravity action to the closed position, where an automatic locking device will securely latch the gate. Thus an automobile or truck driver can remain seated—with all doors and windows closed, if desired—while he opens the gate and passes through gateway without changing his position in the car. The vehicle pushes gate open and keeps going; the gate will take care of itself. Special gate may be constructed of any size or design using this automatic hardware. Recommended design would be constructed of standard steel pipe, covered with suitable wire. The special hardware consists of automatic hinges, latch plate assembly and retarders. No electricity, wires, springs, ropes or other gadgets are used. Operates by gravity.

### 34-XII-31 — ANCHOR ROD PULLER

**- SIC 3429; Patent Pending.** A specially designed hand tool to enable the user to turn and unscrew an upstanding anchor rod from its embedded base, and to exert a pull or impact sufficient to withdraw said rod from the ground. Thereafter the rod is easily detached from the tool. The invention is composed of a one-piece T-shaped member having hollow tubular portions. The shank has a crosshead connected to its upper end, serving as a



turning handle. At the lower end there is an enlarged socket for reception of the eye at the upper end of the anchor rod which is to be pulled. The socket portion has slots arranged to accommodate a bolt which provides a connection between the socket portion and anchor rod eye. By using this tool one man can pull anchor rods that are rusted, or otherwise very hard to pull, much faster and better than two men doing the same job with ordinary tools.

## Catalogs Available

Continued from preceding page

**FAIRMOUNT TOOL & FORGING CO., 10611 Quincy Ave., Cleveland 6, Ohio. 76 Page Catalog No. 500** listing hand tools of every description. Wrenches, spanners, socket wrenches, sets, hex key wrenches, tool sets, hammers, work benches, etc. Circle No. 82 on Buyers Service Card.

**AMERICAN PIPE TOOL CO., 4856 W. Kinzie St., Chicago 44, Ill. Catalog No. 57, 8 Pages** listing pipe vises, cutters, reamers, benders, threaders, vise stands, force cup, solder pot, wrenches and ratchet handles. Circle No. 83 on Buyers Service Card.

**ANCHOR FENCE DIVISION, ANCHOR POST PRODUCTS, INC., Baltimore, Md. 8 Page** broadside illustrating wood fence in following styles: "Stockade," Spaced Picket, Cedar "Lattice," "Goodwill," Cedar "Courtesy," "Natural Bark" picket, Cedar "Paling," Cedar post and rail, Country Squire hurdle and wood fence gates and hardware. Circle No. 84 on Buyers Service Card.

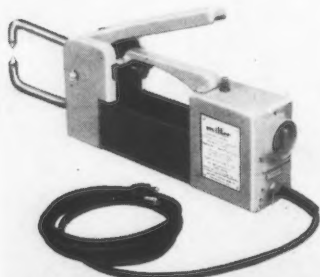
**BRYANT MACHINE CO., INC., Fowler St. Extension, Westfield, Mass. 31 Pages** listing fence fittings and supplies. Bands, latches and hinges, drop rods, post caps and barb arms, chain guard and guard rail, rail ends and clamps, miscellaneous accessories, gates and scrolls, hardware, paint tools and accessories. Circle No. 85 on Buyers Service Card.

**BLACK & DECKER, Towson, Md. 16 Page** use and care handbook for portable electric hammers; operating, extension cable, operation, range, chuck wrenches, star drills, hammer tools, supplies, repairs and other portable electric tools. Circle No. 86 on Buyers Service Card.

**CHISHOLM-MOORE HOIST DIV., Columbus McKinnon Chain Corp., 169 Fremont, Tonawanda, N. Y. Circular 161** concerning "CM" Puller. Gives instructions on operating and uses of tool. Circle No. 87 on Buyers Service Card.

# FENCE

## Service Aids



**A NEW SPOT WELDER** with built in electronic timer produces uniform welds. Both timer and handle pressure multiplier are instantly adjustable. When operating, handle is depressed and tongs grip work at predetermined pressure. Start switch is actuated and weld sequence starts and stops automatically. Telltale light shows when current is on. Available 3 models 110v or 220v. Write J. G. Waldron, Miller Electric Mfg. Co. Inc., Appleton, Wisconsin or

Circle BUYERS SERVICE CARD No. 96



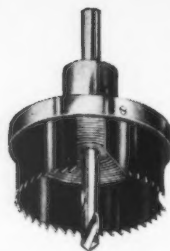
**CONVERTIBLE LEVEL** is equipped with a detachable compass mounting and a 3 inch surveying compass, graduated to 1/2 degrees and numbered 0 to 90 in each quadrant from the north and south points. Has 3 inch gold plated jewel mounted needle with lifter stop and is provided with variation adjustment. For information write Bostrom-Brady Mfg. Co., Stonewall & Bailey Sts., S.W., Atlanta, Ga., or

Circle BUYERS SERVICE CARD No. 98



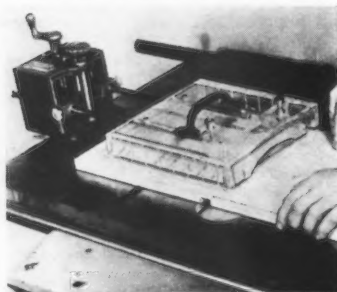
**OIL TEMPERED FLEXIBLE CLIP.** Available in two sizes. Clip illustrated will hold tools up to approximately 25 lbs. For prices and information write the manufacturer, Gibson Good Tools, Inc., 75 Pearl St., Sidney, N. Y., or

Circle BUYERS SERVICE CARD No. 97



**MULTIPLE BLADE HOLE SAWS** cuts finished round holes in steel, sheet metals, castings, plastics, slate, tile, plaster and other materials. Can be used with a bit brace, electric drills, drill presses and for grooving and hole cutting on lathes. Non shatterable coarse tooth blades are available for wood. Recommended as ideal for cutting holes in pipe. Write G. B. Armatage, Misener Mfg. Co., 202 Walton St., Syracuse 2, N. Y., or

Circle BUYERS SERVICE CARD No. 102



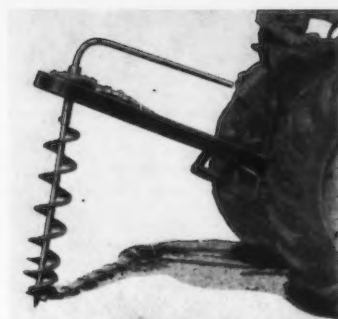
**POWER SAW GUARD** for circular table saw and jointer. Illustration shows the Brett-Guard Safety Tool in position for dadoing. The clear plexi-glass shield is shatter resistant and designed to let the operator see while he saws. Apart from safety protection the Guard itself exerts a steady downward pressure to hold stock firmly in position. Other features concerning this precision tool and safety device may be had by writing the manufacturer, Brett-Guard Co., 3611-14th Ave., Brooklyn 18, N. Y. or

Circle BUYERS SERVICE CARD No. 100



**LIGHT BURNS 5000 HOURS** at rate of 24 hours daily. Just plug it in and forget it. A cold light with a tiny neon tube available in white, red and amber. One-half watt and uses about 10¢ current annually according to manufacturer. U. L. and C.S.A. approval. Claimed as a safe light and never hot to the touch. A.C. or D.C. for 110 volt and also made for 220 volt equipment or mechanical uses. Heavy plastic smart designed covering reflects light without disturbing feature of night lites. Samples available to large users and jobbers. Write Robolite Company, 618 W. Elm St., Chicago 10, Illinois or

Circle BUYERS SERVICE CARD No. 110



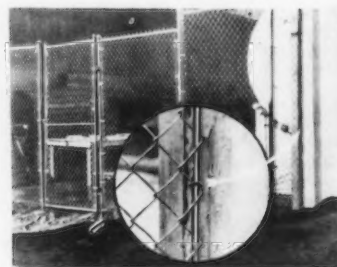
**AUTOMATIC POST HOLE DIGGER** allows one man operation from tractor seat. Digs up to 48" post hole in 60 seconds without winches, ropes or pulleys. Frame is controlled hydraulically from the tractor seat and by removing the gear case may be utilized as a post puller. Consists of heavy duty universal frame; gears guaranteed for 2 years; self lubricating bearings; easily replaceable shear pin. Information and prices available from manufacturer, write J. M. Haire, Mgr., Farm Eqpt. Div., Standard Steel Works, Inc., North Kansas City 16, Mo., or

Circle BUYERS SERVICE CARD No. 99



**ANCHORING KIT** for average fastening or mounting jobs, this "3-in-1" kit includes everything you need—100 No. 12 x 1" Hi Screw Anchors; 100 zinc plated sheet metal type screws; 1-1/4" Hi-Twist Carboly tipped masonry drill. Packed in a 7"x3 1/2"x1 1/4" transparent plastic box which can be used for storing small parts. For free samples, prices or further information write the manufacturer, Holub Industries, Inc., Sycamore, Illinois or

Circle BUYERS SERVICE CARD No. 95



**BUILDERS ADHESIVE** offers a convenient way for attaching wood members to all masonry surfaces. Full strength without drilling holes. No plugs required, no danger of cracking or chipping or exposing reinforcing steel according to the manufacturer, Wilhold Products Co., Div., Acorn Adhesives, 678 Clover St., Los Angeles 31, Calif. "Wilhold Builders Adhesive" is also recommended for attaching signboards, shelving, trim, and all woodwork to concrete. Write direct or

Circle BUYERS SERVICE CARD No. 101



# AWARDS PROJECTS PROPOSALS

The information appearing in this issue concerning, awards, projects and proposals were selected from hundreds of releases by FI editors as having possible interest for our readers.

As fence and other similar installations are not ordinarily pointed out but are made part and parcel of projects such as those listed here, this publication does not intend to imply specific fence business unless it is so indicated.

In order that further information may be obtained by interested readers, each award, project or proposal, lists the reference numbers and the names and addresses of individuals and offices where additional information may be obtained.

**HAWAII**—HHFA-URA-N. 58-130—includes botanical garden and Central Intermediate School. Edward J. Burns, Mgr., Honolulu Redevelopment Agency, Honolulu Hale, Honolulu 13, Hawaii.

**PUERTO RICO**—HHFA-URA-No. 58-134—redevelopment project and housing. \$5,510,900, Carlos L. Clausels, Exec. Dir., Mun. Housing Authority, P. O. Box 3672, San Juan, Puerto Rico.

**ALASKA**—P. N. 38567—reconstruction 13.9 mile section, Mt. McKinley National Park, Alaska. \$637,381 to M-B Contracting Co., Seattle, Wash. Related contract, dikes etc., to Patti MacDonald Constr. Co., Anchorage, Alaska.

**ARIZ**—HEW-H98—field health center \$302,777 at Chinle, Arizona to Sanders Construction Co., Farmington, N. M.

**ARK**—PFL-V-3-76—water system at Sparkman, Arkansas, \$144,000. Geo. W. DeLaughter Mayor. PFL-V-3-49—waterworks system \$90,000 at McRae, Arkansas, Doyle Cook, Mayor. PFL-V-391—bridge and approaches at Helena, Arkansas \$14,395,000 Herbert Eldridge, Director, Arkansas Highway Commission, Little Rock, Ark. PFL-V-3-52—waterworks and pumping station, storage, \$102,000 at Dierks, Arkansas, M. O. Brock, Mayor.

**CALIF**—4-P-3236—school district, elementary, plans, \$29,456 J. C. Lauderbach, Supt., Chula Vista, Calif. CALIF—4-P-3233—plans, junior high school for Redlands Joint Union High School, \$44,800, W. N. Vroman, Asst. Supt. CALIF—HHFA-URA-58-72—\$1,415,081 and \$1,431,606 Oakland, URP, Fred H. Squires, Jr., Exec. Dir., Room 408 City Hall, 14th & Washington, Oakland 12, Calif. CALIF—4-P-4238—additions, Junior High School, Pacific Grove, Calif. \$46,975, Thomas R. Turner, Sec. CALIF—PFL-VI-4-33—water system, \$218,000 Pearlblossom, Los Angeles County, Calif. John A. Lambie, County Engineer. CALIF—4-P-3261—elementary school, \$636,850 at Newhall, Glenn A. Riddlebarger, Dist. Supt. CALIF—Spec-200C-387—Bureau of Rec. B. P. Bellport, Dir., P. O. Box 2511, Fulton & Marconi Aves., Sacramento 11, Calif. fencing, Central Valley Project. CALIF—4-P-3193—courthouse plans, constr. \$2,066,000 Santa Cruz, Ray J. Scott, County Counsel. CALIF—Menlo Park, GSA federal bldg, parking area, etc., to Louis C. Dunn, Inc., San Francisco. CALIF—4-CH-61 (D)—University of Redlands, Redlands, \$400,000, Charles O. Pierpont, Mgr. CALIF—4-CH-52 (D)—Stanford University, Palo Alto, \$3,000,000 A. E. Brandin, Business Mgr.

**COLO**—4-CH-32(S)—construction Pueblo College, Pueblo, Colorado, \$600,000, Dr. Marvin C. Knudson, Pres.

**D.C.**—Dept. of Agric., contr. to design plant life bldg. to Deigert & Yerkes & Associates, Washington, app. costs to constr. \$1,130,000.

**FLA**—8-P-3030—water and other projects Fort Myers area, est. of project, \$8,273,000, W. H. Carmine, Jr., County Atty., Board of County Commissioners. FLA—PFL-III-8-100—water system and improvements, Fruitland Park, \$135,000, C. E. Briscoe, Mayor.

**GA**—HHFA-URA-58-96—West Crane Avenue URA approx. \$2,000,000, Thomas G. Cranford, Jr., Exec. Dir., Valdosta Housing Authority, 610 E. Ann St., Valdosta, Georgia. GA—HHFA-URA-58-105—Bruce St. URP approx. \$265,000, Lithonia, Ga., Jim B. Jackson, Exec. Dir., Housing Authority, Main St., Lithonia. GA—HHFA-URA-58-131—eliminate slum area Marietta, app. \$1,491,375 H. E. Williams, Exec. Dir., 800 1st St., Marietta.

**IDAHO**—HHFA-58-300—waterworks system, \$200,000, Ketchum, Idaho, Lloyd Arnold, Chairman, Board of Trustees.

**ILL**—HHFA-URA-58-93—campus expansion, stadium and athletic field, Knox College, Galesburg, Ill., Jos. E. West, Adm. Dir., Knox County Housing Authority, Farmers and Mechanics Bk. Bldg. Galesburg. ILL—HHFA-CFA-58-316—prel. plans water supply proj. \$50,000. Est. for proj. \$18,520,000, Robert E. Angley, Chrm., 49 N. Benton St., Palatine, Ill. ILL—HHFA-CFA-58-317—dorm and infirmary \$650,000, St. Xavier College, Sister Mary Huberta, Chicago.

**IND**—HHFA-CFA-249—preliminary plans \$41,200 for city-county bldgs., approx. \$2,300,000, Augustus P. Hauss, Pres., Building Authority, Elsbey Bldg., New Albany, Ind. IND—HHFA-URA-58-95—High St. area project to include playgrounds, parks, etc. under consideration, approx. \$2,500,000, James B. Harper, Exec. Secy., Redevelopment Co. City Hall, Evansville, Ind. IND—HHFA-CFA-58-304—plans for constr. hospital, \$1,587,000 Claud D. Raber, Attorney, Hendricks Bldg., Danville, Ind.

**IOWA**—HHFA-CFA-58-265—waterworks system Elk Run Heights, \$87,000, Walter P. Saveraid, Mayor.

**KY**—P. N. 39539—Dept. of Interior, Natl. Park Svc., visitor center and buildings \$347,000, Mammoth Cave Natl. Pk., to Glasgow Construction Co., Glasgow, Ky.

**MASS**—19-P-3023—construction two schools. Lawrence, approx. \$2,000,000, Jos. R. Smith, City Clerk. MASS—HHFA-URA-58-98—North Adams Redev. Agc., 90 Holden St.

**MICH**—PFL-IV-20-34—waterworks system in Ashley, estimated \$134,000, James M. Tanner, Village Pres., Ashley, Mich.

**MO**—PFL-V-23-69—waterworks system, \$90,000 A. D. Taylor, Mayor, Exeter, Mo. MO—GSA-886—Federal office bldg., \$9,973,000, arch. and eng. contr. to Murphy & Mackey and Wm. B. Ittner, Inc., 911 Locust, St. Louis, Mo.

**MISS**—P. N. 38659—Dept. of Interior, Natl. Park Svc., contract \$1,609,571 Natchez Trace Pkwy. to Lacoste, Inc., Mathistown, Miss. also overpasses and bridge approaches No. 317, 084 to Lyons and Breedon, Rogersville, Tenn. MISS—22-CH-14(D)—faculty housing, Mississippi State College \$720,000, Ben Hilburn, Pres., State College, Miss.

**N. J.**—HHFA-URA-58-54—South Second St. playground and URP in Plainfield, approx. \$328,000, Clifford A. Young, Exec. Dir., Housing Authority, 543 W. 3rd St., Plainfield. N. J.—HHFA-URA-58-60—first ward URP, est. \$5,166,794, includes school, playground, etc., William H. Bentele, Dir., Div. Urban Renewal, Paterson Housing Authority, Paterson, N. J.

**N. M.**—HEW-H94—construction of hospital at Shiprock, \$1,394,444 to Sproul Construction Int., Albuquerque, New Mexico.

**N. Y.**—RC-58-106—landscaping and misc. work, est. \$86,000, plans \$5. Jos. C. Frederick, Dist. Eng., 71 Frederick St., Binghamton. N. Y.—30-CH-75(D)—constr. garden type apt. bldgs. Hamilton College, \$500,000, Charles B. Sears, Bus. Mgr., Clinton. N. Y. P.N.—40024—Dept. Of Interior, Natl. Park Svc., tour roads, \$163,037.—to Paving Contractors, Inc., Schenectady. N. Y.—30-CH-90 (D)—dormitory etc. Union College, \$600,000, Theodore McIlwaine, Business Manager, Schenectady.

**N. C.**—P. N. 38172—Dept. Interior, Natl. Park Svc., \$473,835 Blue Ridge Pkwy., to Adams Construction Co., Roanoke, Va. additional bids other projects to Natl. Park Svc. Dir. Conrad L. Wirth, Dept. Interior, Washington 25, D. C. also entrance road and parking area, Kitty Hawk, N. C. to Dickinson Bros., Monroe, N. C. N. C.—31-CH-21(D)—construction housing Campbell College \$465,000, Leslie H. Campbell, Pres., Buie's Creek.

**N. D.**—32-CH-9(D)—student housing North Dakota State Teachers College, \$900,000, Dr. Casper Lura, Pres., Minot.

**OHIO**—U. S. Army Corps of Engineers, Fort Story, Va. fences, \$23,776 to Marleau-Hercules Fence Co., Toledo. OHIO—33-P-3021—constr. bldg. and jail, est. \$3,000,000, A. R. Masler, Clerk of Board, Hamilton. OHIO—33-CH-60(D)—construction Kent State University, \$2,500,000, Emil Berg, Business Mgr., Kent. OHIO—HHFA-URA-58-99—West Federal St. URP includes new expressway, \$2,278,275 approx. Edwin H. Folk, Planning Dir., City Planning Comm., City Hall, Youngstown 3. OHIO—PFL-IV-33-54—propose to build water system, approx. \$1,300,000, Leslie G. Wolfe Sanitary Engineer, Summit County. OHIO—33-CH-71(S)—student faculty center, Muskingum College, \$275,000, Glenn L. McConagha, Adm. Vice Pres., Concord.

**ORE**—35-CH-24(H)—addition to Emanuel Hospital School of Nursing, \$706,700 est., Paul R. Hanson, Administrator, Portland. ORE—PFL-VI-35-39—waterworks system in Myrtle Creek, \$260,000, H. C. Stokes, Jr., Sec., Tri-City Water District.

**PA**—HHFA-URA-58-87—Palisades Park URP \$3,530,928 est., includes shopping and civic center. Leo Stern, Dir., Redevelopment Auth. Allegheny County, 207 County Office Bldg., Pittsburgh. PA—36-P-3138—junior and senior high school at Smethport, Edwin E. Harmon, Secy., Smethport Area Joint School Dist. PA—HHFA-URA-58-108—Mill Creek Project includes enlarged playgrounds, est. \$2,500,000, Francis J. Lammer, Exec. Secy., Redevelopment Authority, 1818 Rittenhouse Sq., Philadelphia. PA—HHFA-58-124—Oliver Plaza URP includes shopping center and parking facilities, est. \$5,804,786, Leo Stern, Exec. Dir., 207 County Office Bldg., Pittsburgh 19. PA—PFL-III-36-10—constr. water facilities at Butler, \$182,000, J. M. Hindman, Chairman.

**S. D.**—P. N. 38939—Natl. Park Svc., Dept. of Interior, road and parking areas \$909,766 to Pennefos Construction Co., Fargo, North Dakota. also visitor center and other structures \$401,605 includes fencing, to Corner, Howe & Lee, Inc., Rapid City, South Dakota.

**TENN**—40-CH-27(D)—construction dorm etc. Sienna College, \$200,000, Sister M. Clarita, Memphis. TENN—PFL-III-40-85—constr. water facilities, pumping stations etc., \$1,595,000, Northeast Knox Utility Dist., Thomas W. Thomson, Pres., Knoxville. TENN—PFL-III-40-86—water system, pumping sta., treating plant, etc. E. V. Haun, Secy., Knox-Chapman Utility Dist., Knoxville. TENN—PFL-III-40-40—water system, reservoir, pumping station etc., \$725,000, Luther G. Wilson, Sec-Treas., N Anderson County Utility Dist., Clinton.

Continued on page 34



Catalogs Available  
Continued from Page 31

**NEW BRITAIN MACHINE CO., "Blackhawk"**  
Hand Tools, New Britain, Conn. 84 Pages listing hand tools of every description. Includes hammers, wrenches, pliers, gauges, tool boxes, tool sets, saws, chisels, etc. Circle No. 88 on Buyers Service Card.

**S. G. TAYLOR CHAIN CO., 3-141st St., Box 509, Hammond, Ind. 2 Catalogs 24 Pages** concerning welded chain and attachments for fencing and other purposes. Proof coil chain, alloy steel chain, log haul chain, coil chain, grab, clevis and slip hooks, repair links and connecting links, and chain cutters. Circle No. 89 on Buyers Service Card.

**WM. F. WITTELL & CO., 588 Lyons Ave., Irvington 11, N. J.** Numerous catalog type brochures in color describing firm's chain link fence. Descriptive chain link installations, fittings, gates and methods for installing are indicated. Circle No. 90 on Buyers Service Card.

**PAGE STEEL & WIRE DIVISION, American Chain & Cable Co., Monessen, Pa. 11 Catalog type brochures** in color describing firms fence products, specific installations, specifications, fittings best suited to certain types of fence, gates, aluminized fence, etc. Circle No. 91 on Buyers Service Card.

**CONNORS STEEL DIVISION, H. K. Porter Co., P. O. Box 2562, Birmingham, Ala. Catalog pages** describing firms fence products, industrial fence posts, studded t-fence posts, prices per lineal feet, weight, and other specifications. Circle No. 92 on Buyers Service Card.

**RUDOLPH EQUIPMENT CO., Vineland, N. J. Catalog pages and brochure** describing u-fence posts, snow fence posts, all purpose fence posts, and "Rudco" galvanized products. Circle No. 93 on Buyers Service Card.

**A. B. CHANCE CO., Centralia, Mo. Single page catalog sheets** describing the firm's earth augers, accessories, and earth anchors. Includes specifications, and extent to which products can be used. Circle No. 94 on Buyers Service Card.

Awards, Proposals, Etc.  
Continued from Page 33

**TEX—41-CH-83(S)**—building construction Pan American Regional College at Edinburg, \$325,000, H. A. Hodges, V.P., PFL-V-41-88—improvements and extension of waterworks system \$35,000 to Dallas County Water Supply Dist. No. 15, G. M. Critenden, President, Board of Supervisors, Dallas. **TEX. 41-CH-88(D)**—construction at Howard County Junior College, Big Springs, \$600,000, W. A. Hunt, President. **TEX. 41-CH-84(D)**—student housing, Southern Methodist Univ. at Dallas, \$2,925,247. Trent Root, Vice Pres.

**UTAH—P. N. 39183**—Natnl. Park Svc., Dept. of Interior, visitor center and entrance station etc., \$244,263 to Rasmussen-Olsen Construction Co., Provo and to H. & H. Construction Co., Hurricane, Utah.

**VT—43-P-3010**—sewage treatment plant etc., \$1,370,000, at Bennington, Paul A. Kelley, Chairman, Board of Selectmen.

**VA—HHFA-URA-58-121**—redevelopment project includes construction, parking facilities, etc. est. \$24,123,279. Lawrence M. Cox, Exec. Dir., Norfolk Redev. & Housing Authority, P. O. Box 968, Norfolk 1.

**WASH—P. N. 37988**—Natnl. Park Svc., Dept. of Interior, Mt. Rainier Park, \$444,795 to Pieler Construction Co., Port Angeles, includes parking area etc.

**WIS—47-CH-45(H)**—construction wing, Methodist Hospital at Madison, \$410,000, B. E. Miller, Administrator.



### CHANGED YOUR ADDRESS LATELY!

We have recently been notified by the P.O. and other sources concerning the changes of address of the firms listed on this page. If you deal with any of these companies it may be convenient for you to note the corrected addresses listed here.

**AMERICAN FENCE CO., P. O. Box 5096, Phoenix, Arizona.**

**ARIZONA BOX CO., P. O. Box 1127, Phoenix, Arizona.**

**FINCH LUMBER & SUPPLY CO., 3607 E. Campbell, Phoenix, Ariz.**

**GEORGE IRON WORKS, 2915 W. Butler, Phoenix, Ariz. from Memphis, Tenn.**

**ECONOMY LUMBER YARD, 1332 E. Greenlee, Tucson, Arizona.**

**WILSON LUMBER CO., Box 715, Danville, Calif. T-D LUMBER & HARDWARE CO., P. O. Box 42, Concord, Calif.**

**PIONEER CHAIN LINK FENCE CO., P. O. Box 707, Fontana, Calif.**

**EMBARCADERO FENCE CO., 3690 Bayshore Hwy., Mountain View, Calif.**

**R W G LUMBER CO., 525 S. Harbison, National City, Calif.**

**ASPEN PARK BLDG. & SUPPLY CO., Conifer, Morrison, Colo.**

**LEE'S WELDING & REPAIR, 3441 E. 13th, Denver, Color.**

**VALLEY FENCE CO., Box 1875, Grand Junction, Colo.**

**DEL GROSSO IRON WORKS, 2325-18th NE., Washington 18, D. C.**

**CUSTOM BILT INC., P. O. Box 266, Merritt Island, Fla.**

**ORNAMENTAL IRON WORKS, Box 6122, Daytona, Fla.**

**REEVES FENCES, INC., Box 2502, Station U, Gainesville, Fla.**

**FLORIDA GUARD RAIL CO., P. O. Box 7247, Ludlam Br., Miami 55, Fla.**

**SEARS ROEBUCK & CO., P. O. Box 11509, St. Petersburg, Fla.**

**HURRICANE FENCE CO., P. O. Box 7221, Orlando, Fla.**

**G. PRESSLY CO., P. O. Box 10129, St. Petersburg, Fla.**

**REEVES FENCES, INC., P. O. Box 4289, Sarasota, Fla.**

**SARASOTA WELDING CO., P. O. Box 1744, Sarasota, Fla.**

**TROPICAL FENCE CO., 5011 N. Grady, Tampa, Fla.**

**EDWIN WILSON & CO., Box 6386, W. Palm Beach, Fla.**

**FRANK A. SMITH & CO., AAA Fence & Supply, 2055 Piedmont Rd. NE, Atlanta 9, Ga.**

**CAIN LUMBER CO., c/o Bethalto Lumber Co., Bethalto, Ill.**

**C. M. SMITH STEEL SERVICE, 705 E. 1st St., Lockport, Ill.**

**PIONEER FENCE CO., Box 1683, Odessa, Ill. TWIN NURSERIES, Prairie View, Illinois.**

**PAUL STEELE LUMBER CO., Box 1270, Springfield, Ill.**

**ATLAS FOREST PRODUCTS, P. O. Box 266, Winnetka, Ill.**

**YORK FENCE CO., 1228 S. Boeke Rd., Evansville 14, Ind.**

**HOLZ BROS. LUMBER CO., 1636 Shaterunk Rd., New Albany, Ind.**

**ALLIED FENCE CO., 1005 W. Landry St., Opelousas, La.**

**ANCHOR POST PRODUCTS, P. O. Box 3574, Shreveport, La.**

**DON TUCKER LUMBER & SUPPLIES, Box 6632, Shreveport, La.**

**KARSENS IRON CRAFT, P. O. Box 43, St. Joseph, Mich.**

**MAGNOLIA IRON WORKS, Box 438, Greenwood, Miss.**

**GLOBE FENCE & IMPROVEMENT CO., 3402 Oak Ridge Dr., Joplin, Mo.**

**ANCHOR FENCE CO., 10 Mulberry Ave., Pleasantville, N. J., from Atlantic City, N. J.**

**KARGER IRON WORKS, INC., Box 59, New York, N. Y.**

**ALLEGHENY FENCE CO., Grand Ave., Farmingdale, Ll., N. Y.**

**CAFFREY SERVICE CO., 25 Poplar, Massapequa, Ll., N. Y.**

**JAMAICA NURSERY, Hillsdale Ave. & Merricks Rd., New Hyde Park, N. Y.**

**BEREZA IRON WORKS, INC., 87 Dewey Ave., Rochester 6, N. Y.**

**WHITE WIRE WORKS, 766 Clinton Ave. S., Rochester 20, N. Y.**

**G. & G. CONTRACTING CO., 194-48 112th Ave., St. Albans, N. Y.**

**FRANCOIS ART METAL, 5871 Day Rd., Cincinnati 39, Ohio.**

**BERRY CONSTRUCTION & CITY BLDG. CO., 3430 Meadowbrook Blvd., Cleveland 18, Ohio.**

**K. JEROME CO., 1740 Crawford Rd., Cleveland 6, Ohio.**

**S. C. TAYLOR WHOLESALE LBR. CO., P. O. Box 3504, Cleveland 18, Ohio.**

**AMERICAN FENCE & AWNING CO., 228 S. Champion Ave., Columbus 5, Ohio.**

**AL-RITE CONSTRUCTION CO., 2929 E. Broad St., Columbus 9, Ohio.**

**ALLIED BUILDERS SUPPLY CO., Box 799, El Reno, Nevada.**

**BUILDING SPECIALTIES & SUPPLY CO., 2614 W. Maine, Enid, Okla.**

**BELL/ART METAL MFG. CO., Box 7013, Oklahoma City, Okla.**

**TULSA FENCE & IRON CO., 531 E. 51st Pl. N., Tulsa, Okla.**

**C. M. BARNES, R. 4, Box 352C, Lancaster, Pa. ATLAS ORNAMENTAL IRON WORKS, P. O. Box 7, Turtle Creek, Pa.**

**ALLIED CHAIN LINK FENCE CO., Box 6155, Austin, Texas.**

**NICHOLSON BLDG. & SUPPLY CO., Box 7337, Corpus Christi, Texas.**

**ALLIED FENCE CO., INC., Box 5294, Dallas 22, Texas.**

**LONE STAR FENCE CO., 2416 Maryel Dr., Fort Worth 12, Texas.**

**TROPICAL FENCE CO., 5125 Brunswick, Houston 16, Texas.**

**UNITED STATES FENCE CO., P. O. Box 7398, Houston, Texas.**

**HAGAN STORM FENCES, 1212 16th St., Port Arthur, Texas.**

**ANCHOR POST PRODUCTS, 825 W. Hildebrand, San Antonio, Texas.**

**CYCLONE FENCE Dept., P. O. Box 5027, San Antonio, Texas from Corpus Christi, Tex.**

**FORD FENCE CO., INC., Box 8151, San Antonio 12, Texas.**

**JOHN WALL FENCE CO., 238 Redrock, San Antonio 1, Texas.**

**CONSOLIDATED HOME IMPROVEMENT CO., 2 W. Pembroke, Hampton, Va.**

**GALACTIC ENTERPRISES, 237 S. 186th St., Seattle 88, Wash.**

**LEN WITT CO., 2008 Market St., La Crosse, Wis.**

**MOELLER WELDING & REPAIR, 356 W. 6th Ave., Oshkosh, Wis.**

**PUTZER BROS., 916 Witzel Ave., Oshkosh, Wis.**

**HABENICHT CONSTRUCTION CO., 3109 W. Villet, Milwaukee, Wis.**

**RUDY A. KRAMMEL CO., 4685 W. Electric Ave., Milwaukee 46, Wis.**

**LONG FENCE INC., 2725 W. Lisbon, Milwaukee 8, Wis.**

AFTER-tax personal income is slated to rise to a \$305-billion-a-year rate in this third quarter, according to federal statisticians here, which will place it at the highest point in U. S. history.

Considering that the barometer of consumer spending—on wants, as well as needs—is quite sensitive and depends on this "after-tax" income, such spending may be rising faster this fall among the better-heeled. There's no question but what millions of prospects are better able to afford fencing now than they have been in years. They are out-of-debt, completely liquid, with ample savings. The trick is to find them—and to get them to part with the money.

This higher after-tax income is widely diffused, too. Many, many families of laboring men are better off, financially, this year than they have been in several years. The same is true of some professional men—doctors, lawyers and the like—and of many salaried persons. This helps to explain why, even with between five and six million persons unemployed, retail spending is remaining as high as ever.

THERE are two big reasons why the home-building and home furnishings industries feel more optimistic than they have felt in a long time.

First, new construction of homes is picking up speed all the time, in every part of the nation. Every family moving into a home of its own increases your chances of selling a fence.

Second, home renovation and repair has held steadily all during the recession. Every time a homeowner considers refinancing his mortgage to repair or renovate his property, you stand a better chance of getting a hot prospect.

Although winter is approaching, it is a fact that the major decisions relating to home improvements usually are made in the fall. More people, who have been traveling, have seen how other people have built and maintained their homes. There are more movers in September and October than in other months, as a rule. This is the time to step up your sales efforts and your advertising, for while you may not get immediate orders, you may be planting seeds that will blossom next spring.

THE new highway program, now getting into high gear, will affect millions of homeowners, causing some of them to be displaced by the new throughways and others to face new problems because of their nearness to the big roads. Since, in many cases, these owners will have sold off some land, or rights, to the state or federal government, they will have more funds than the average family for fences.

There's no telling how many new prospects for fences are being born as a result of the highway program. But the number certainly runs into the hundreds of thousands and perhaps into the millions, sooner or later.

One sales point to keep in mind: Because motorists by the thousands will see a person's home near a through-way, the homeowner can be sold, perhaps, through appealing both to his personal and his civic pride. Don't hesitate to join with state or regional groups which publicize the necessity of beautifying the countryside, for fencing is one of the most important factors in any property improvement program.

FTC TO STEP UP ATTACK ON FICTITIOUS PRICING. A broad new attack on price trickery that leads the public to believe a regular price is a bargain reduction is being readied by the Federal Trade Commission.

The FTC's staff has presented for Commission approval an 8-point guide on fictitious pricing of merchandise. The guide will offer merchants a clear-cut warning on what kinds of price advertising violate the law.

BUSINESS Briefs: There are 16 financial representatives of the Title I division, Federal Housing Administration, located in various parts of the nation and they are all willing to explain to local groups how a contractor becomes a qualified dealer under FHA Title 1 and how time-payment selling methods can be improved . . . Hourly wage scales of union buildings trades workers rose an average of 2.8 per cent during the three months ending July 1, the U. S. Department of Labor's Bureau of Labor Statistics has reported here. For all trade combined, this increase was less than the 3.4 per cent advance in the corresponding period of '57, but greater than the gain registered in any second quarter of other years since 1948.



# INFORMATION

NOTICES OF IMPORTANCE TO THE TRADE

SEND YOUR NEWS ITEM  
TO THE News Notices  
Editor . . . for publication.



## Men In The Industry Introducing Joseph Kemple

Joseph N. Kemple was appointed to the position of divisional sales manager, Page Steel & Wire Division, American Chain & Cable Co. Inc., Monessen, Pa., during April 1958. Mr. Kemple took over the sales duties of William H. Bleeker who retired on March 31st after more than 40 years of service with ACCO.

A graduate of Stanford University, Palo Alto, Calif., class of 1947, with a B.S. and M.S. in industrial engineering, Mr. Kemple joined Page Steel & Wire after resigning as Manager, Wire Rope & Electrical Wire Sales, Columbia Steel Division, United States Steel Corp., San Francisco, Calif.

Harvey W. Seymour, general manager of Page Steel & Wire declared that with the appointment of Mr. Kemple his company looks forward to expanding its markets and increasing service facilities to all customers.

## LOCKE ISSUES NEW BOOKLET

A new dealer aid booklet "54 Ways to Beautify your home" containing many unusual applications of ornamental wrought iron, has been released by the Locke Manufacturing Co., Lodi, Ohio.

The booklet deals with exterior uses of patios, car ports, entrances and guard rails and the exterior applications of wrought iron in the garden is detailed, including gates, fences and outdoor entertainment centers.

A copy of the booklet may be had free by writing Howard Green, sales manager of the company or circle Buyers Service Card No. 103.

## New Firm In Chain Link

The Crown Fence & Supply Co., 8233 Stony Island Ave., Chicago, Illinois and headed by L. Schwartz was recently established and is now quite active in the fence business.

Mr. Schwartz reports, his firm will deal in sales and erections of chain link and wire. Installation of machinery and equipment has been completed and facilities include a large yard to accommodate storage and trucking.

## NOW! IT'S PRESSURE TREATING

Pressure-treated posts and rails which originally gained popularity for field fencing now are available for farm and city residential fences in southeastern United States for the first time.

Nine types of residential fences with materials pressure treated with penta by Durable Wood Preserving Company of Charlotte, N. C., to protect them against rot are being marketed by Sears, Roebuck and Co. These fences include: Rustic stockade fence, 2 or 3-rail rustic ranch fences, 3 styles of board fences, Basket-weave fence, Rustic picket fence and wire-bound picket fence.

Penta pressure-treated posts and rails for wood fences do not require painting but can be painted if they are first allowed to weather for a season. Board fences which have been pressure-treated with penta plus water-repellent solution are also available. They may be painted immediately if the surfaces are completely dry. This treating solution serves as a good paint primer in addition to imparting preservative values. If additional information is desired concerning this process, write direct or circle Buyers Service Card No. 122.



Midwestern Sales Manager, James Case, and Assistant General Sales Manager, Girard Brenneman of Nichols Wire and Aluminum Co., Davenport, Iowa, seem pleased in discussing their firm's second quarter sales record.

## NICHOLS ACHIEVES RECORD SALES

Record breaking sales volume and an increase in the profit picture is reported by Frank R. Nichols, president of the Nichols Wire & Aluminum Co., Davenport, Iowa manufacturers of aluminum fence materials, and other products used by the building industry.

Sales for the company in the second quarter of 1958 was 18% ahead of the identical quarter of 1957, and sales for the first-half of 1958 exceeded 1957 by 8%.

Mr. Nichols attributes the increase in sales to a number of factors which includes new and attractive packaging which lends itself to prominent display by dealers. Plans made a year ago set machinery in motion for more efficient

## ROBERTSON FENCE IN POOLS

The Esther Williams Swimming Pools of Cincinnati, Ohio are now being sold through the Robertson Fence Company, 34th and Robertson Ave., Cincinnati as distributor.

An ambitious advertising program by Robertson Fence included a 23" x 34" four color folder printed on both sides illustrating the many types of swimming pools (in natural settings) sold by the company. In each instance a fence of either wood or metal is part of the installation.

## HASKELL DIES IN ACCIDENT

David W. Haskell, of the Cyclone Fence company, was killed in an accident on the Ohio Turnpike on Saturday July 12, while on vacation. It is believed by police officials that he suffered a fatal heart attack and lost control of the car which then hit a concrete abutment. Mr. Haskell was a veteran of the chain link fence industry having started in 1916 with the old Anchor Post Iron Works, later joining Cyclone where for some twenty years he had been manager of their Washington, D. C. Office.



production and product development, and harder selling have made these facts produce substantial results for the company.

The company reports that their previous record breaking quarter occurred during 1955 during which time they had a substantial volume of purely wind-fall business which did not occur during the second quarter of 1958.

# Fence Industry

TRADE NEWS

## BUYERS' SERVICE CARD

FREE and prompt information available to all readers concerning any product or service appearing in this issue.

—WE PAY THE POSTAGE—

USE  
SEPTEMBER  
1958  
Only.

Corresponding numerals appear under advertisements and product editorials.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48
49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64
65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96
97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112
113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128
129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144
145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160
161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176

Please send catalogs or further information on items circled to:

Company Name	By	Title
Street and Number	City and Zone	State



FIRST CLASS  
PERMIT NO. 50776  
CHICAGO, ILL.

**BUSINESS REPLY CARD**

No postage stamp necessary if mailed in the United States

*Postage will be paid by*

**FENCE INDUSTRY**

**127 N. Dearborn Street,  
Chicago 2, Illinois**

Buyer Service



## STATUS OF HIGHWAY PROGRAM

Construction contracts on 469 miles of the National System of Interstate and Defense Highways were awarded during the month of June at an estimated cost of \$195 million, was announced by Bertram D. Tallamy, Federal Highway Administrator. Figures from the Bureau of Public Roads, U. S. Department of Commerce, showed that preliminary engineering worth \$14 million and right-of-way acquisition estimated to cost \$34 million were authorized during the month. Construction contracts were completed in June on 198 miles, at a cost of \$54 million.

As of June 30, construction was under way on 3,167 miles of the Interstate System, at an estimated cost of \$1.74 billion. Construction contracts have been completed since July 1, 1956, on 1,771 miles at a cost of \$439 million. In addition, nearly \$1.5 billion had been authorized or spent for preliminary engineering work and acquisition of right-of-way.

In the continuing program of Federal assistance for the improvement of the Federal-aid primary and secondary highway systems and their urban extensions (the ABC program), construction was authorized on 1,215 miles during the month of June, at an estimated cost of \$202 million. In addition, \$7 million was authorized for preliminary engineering and \$18 million for right-of-way acquisition. Construction contracts were completed on 1,998 miles of these systems during June, at a cost of \$133 million.

Since July 1, 1956, construction contracts have been completed under the ABC program on 42,491 miles, at a cost of \$2.49 billion. As of June 30, work was under way on 23,330 miles, estimated to cost \$2.22 billion.

## NASCAR BIDS OPEN SOON ★

Bids for fencing and guard rail for the new International Speedway at Daytona Beach, Florida, will be opened September 10 at 10 a.m. at the offices of Womack Asphalt Paving Company in South Daytona. Plans and specifications may be obtained from C. H. Money-penny, 500 Ocean Dunes Road, Daytona Beach, Consulting Engineer for the Daytona International Speedway Corporation.

Specifications call for 14,000 feet of 8 inch chain link or woven wire with barbed wire extension arm; 10,000 feet of 4 ft. chain link or woven wire with barbed wire extension arm as a safety fence around the infield, inside the enclosure; 10,000 feet of 10 gauge metal highway-type guard rail around the outside edge of the track. Also included for bidding is the fencing for the Volusia County Kennel Club Dog Track on Highway 92 across the road from the Speedway, for 10,000 feet of 6 ft. chain link fence with barbed wire extension arm.

Fences are to be erected in place, with the outside security fence to be completed within six weeks of the opening of bids.

*Our readers will evidently respond to your needs and we have no doubt your requirements will be quickly attended to.*  
—ED

MORE LETTERS APPEAR ON PAGE 38



Merwin Houghton

## NEW FENCE COMPANY

A new fence manufacturing firm, Panel-Weave, Inc., Linnton, Oregon has started production of a basket-weave style patented fencing made of Douglas fir plywood. The prefabricated fence is being marketed through Knapp Lumber Sales, 520 N. W. 23rd Avenue, Portland 10, Oregon.

Production is under the direction of Merwin Houghton, president, who has been in the Portland lumber and wood products industry for twenty-five years.

Jim Roberts, vice-president, heads planning and research, and is also president of Jos. B. Knapp Co., Inc., and a partner in Knapp Lumber Sales. Both firms are affiliated with Panel-Weave, Inc.

Leonard Lockert, Secretary-treasurer, is in charge of sales and distribution. The firm plans nation-wide distribution of the new product. The prefabricated fencing has already been reported as having had excellent consumer acceptance in the test markets where it has been tried.

Automatic equipment has been installed at the Linnton plant for assembly-line production. The plant is located in the former planing mill building of the West Oregon Lumber Co.

## —Information Wanted—(See also P. 38)

Sirs:

As our business is principally gates; manufacture, installation, etc. We are naturally interested in speeding up production all possible. In this respect we have heard of a special tool used for making the ties on farm type fence, lawn fence or stranded wire. This tool we understand is much faster for making the ties than regular fence type pliers. We have heard that some of the steel companies use this special tool in fabricating their farm and lawn fence gates. Any information relative to above will be appreciated.

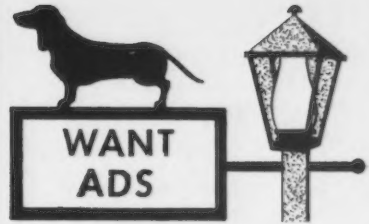
G. E. McNatt  
Gray Gate Co.

1215 Floride St.  
Dallas 4, Texas

Sirs:

We are interested in receiving the following information: a good source of redwood lumber in California for use in building fences; also, distributors and price quotations on reed fences, to dealers.

Dallas Wright, Sec. 2182 N.W. 27th Ave.  
Amco Steel Fence Co. Miami, Fla.



## — PAYABLE IN ADVANCE —

CLASSIFIED Advertising Rates: \$1.00 per line. Count 6 words to the line. Payment must accompany order.

**MANUFACTURER'S AGENT** . . sales representative for quality line of fence fittings and not carrying a competitive line. Must have contacts in the fence field. Eastern territory available. Write stating qualifications. Box JA-58-1.

**PRODUCTS MANUFACTURED** . . fence fittings and gates designed and made to your specific needs. Write or call, Universal Fence & Mfg., Co., 8803 Satyr Hill Rd., Baltimore 14, Md.

**SALES REPRESENTATIVES** . . wanted by manufacturer of steel picket fence and fittings. Many live areas open for aggressive men who are interested in a good starting draw and commission. Must have car and willing to travel. Sales experience in the construction or fence industry required. Write giving all details. Box JA-58-2.

**NOTICE** . . this classified column is not available for display type advertising nor for the advertising of regular lines of products. It is for service and for sale type copy only.

**FOR SALE** . . well established chain link fence business. Wealthy suburb of New York City. Excellent income. Owner desires to retire. For complete particulars write Box SO-58-3.

**BUY IT—SELL IT—TRADE IT—THROUGH  
A FENCE INDUSTRY CLASSIFIED AD**

## "FENCES" A New Book

A book concerning fences has recently been published by The Ryerson Press, Toronto, Ontario, Canada. This is not a technical work on the building of fences but rather a fascinating story by a Canadian writer Harry Symons and a famous Canadian artist C. W. Jefferys, who spent most of his life drawing fences and describing them.

Many of the interesting aspects of "Fences" includes the Fence Viewers of olden days who were paid by the towns to inspect fences in order to maintain "good neighborliness," a Warwickshire Clapper gate one had to sit on to get over, a Side Step Stile allowing one to walk over the fence, Cantilever Pole Gates which operated with a bucket of gravel and a draw string and other innovations long gone.

The artist does not draw-the-line as to the type of fence he had a fondness for and his drawings include stone, ornamental iron, wood and wire as well as what appears to be the first attempt at barbed metal fences home-made by the pioneers to keep the cattle and other animals in or out. Write the publisher direct or Circle Buyers Service Card No. 113.

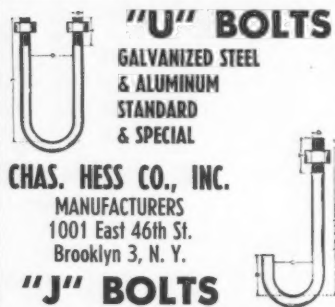
## HAND-Y CONCRETE MIXER

— GUARANTEED —  
MACHINE QUALITY MIX  
RIGHT IN THE WHEELBARROW

Quick and easy. Ready to pour into post holes, etc. Saves time and labor. Materials are easily blended in wheelbarrow. Hand-y mixer does not allow sand to separate or settle when mortaring wet concrete. Works in all directions. Sturdy hickory handle. Doubly riveted in cross pattern about 1 1/2" apart. Size 1'x7 1/4"—Wt. 3 1/2 lbs. Cross Pattern. PRICED \$6. each.

**PATRIC G. CHAVEZ**—(Patentee)  
P.O. Box 1269 San Fernando, Calif.

Or Circle BUYERS SERVICE CARD NO. 45



## "U" BOLTS

**GALVANIZED STEEL  
& ALUMINUM  
STANDARD  
& SPECIAL**

**CHAS. HESS CO., INC.**  
MANUFACTURERS  
1001 East 46th St.  
Brooklyn 3, N. Y.

## "J" BOLTS

Or Circle BUYERS SERVICE CARD NO. 44

## SNOW FENCES

Prepare for winter snow. We manufacture wood snow fences made according to high-way specifications.

**PROMPT SHIPMENTS**  
Circular and Price List  
on Request

Also available are all types  
of ornamental wood fences.

**LINCRAFT, Inc.**

Broad & Tatham Sts. Burlington, N.J.

Or Circle BUYERS SERVICE CARD NO. 118

## COMPLETE SUPPLIES and EQUIPMENT for the RUSTIC FENCE maker

AUGER BITS  
PICKET POINTERS  
POST AND RAIL PEELERS  
POINTING AND DOWEL HEADS  
GATE HARDWARE AND FITTINGS

You can depend on Runkles' for  
the best products and prompt service.

**W. G. RUNKLES'  
MACHINERY COMPANY**

185 Oakland St. Trenton 8, N. J.

Or Circle BUYERS SERVICE CARD NO. 119

## READER'S SERVICE

FENCE INDUSTRY Buyer's Service Card, in this issue, (Page 37) can be used to secure information, catalogs, prices, etc., on all advertising and reader items keyed. As you find items of interest check the number appearing with the advice "Circle Buyer's Service Card." Just mail the postage prepaid card to FL . . . or WRITE DIRECTLY TO ADVERTISERS.

## LETTERS



The editors of Fence Industry extend their apologies to all those subscribers whose letters do not appear in this column this month. Space limitations made it impossible to print the hundreds of letters received congratulating us on our first issue.—If there is a specific problem or hard to find product—be sure to send it to the LETTERS EDITOR for publication.

### —Congratulations Pour In—

Sirs:

As your records show I am listed as one of your very first subscribers and I am honored to have that position. Our fence business was really in need of FI and I sincerely wish you may prosper beyond your fondest expectations. Please increase our subscription to 3 years instead of the original 1 year as ordered.

Jule F. Talley, 1003 E. Main,  
J. F. Talley Fence Co. Alice, Texas

Sirs:

Please enter our subscription for 3 years. We think your magazine is terrific and it should have a tremendous effect on the entire industry . . . we, as you may know are specialists in terrace and penthouse fencing in Manhattan. We are looking forward with interest to your coming issues.

Roy M. Flowers, Pres., 1871 Park Ave.,  
Clark & Wilkins Co., New York 35, N. Y.

Sirs:

We have just received the first copy of your publication and needless to say we are amazed. This is an exceptional fine publication and one that the industry has needed for a long time. We have been in the fence business for 12 years, starting on a modest scale and there has been only two years in the interim that we didn't double our gross business. There is no doubt this field is becoming more popular all the time. We expect to be one of your permanent subscribers. We wish you much success in the years to come.

C. S. Oakley, Jr., Phelps St.,  
Fence & Playground Eqpt. Co.  
Port Dickinson, N. Y.

Sirs:

I have just finished reading from cover to cover your first issue of Fence Industry and may I take this opportunity to compliment you on publishing a magazine that was so badly needed by all of us in the fence business. I am sure that everyone in this industry was as impressed as I was with this first issue and that you will have the help and support of everyone in the field.

Alfred Cosbitt, Dir. Sales,  
Habitant Fence Inc. Bay City, Mich.

Sirs:

I have been in the fence business 22 years. Recently received my first copy of your magazine. This is much needed.

Geo. A. Fountaine, 20760 Harper,  
Fountaine Fence Co. Detroit 36, Mich.



Sirs:

We feel your publication has an important place in our industry and will serve to fill a serious void which has existed. We hope that the cooperation and contributions from all members of the industry will serve to make your publication an important tool to all concerned.

A. W. Millard, Sales Mgr.,  
The MacGillis & Gibbs Co.,  
4278 N. Teutonia Milwaukee 9, Wis.

Sirs:

Good luck to you! Your first issue was a dandy. Keep up the good work.

Andy Lang, Dist. Mgr.,  
Bethlehem Wire & Fence Co.  
616 E. North Ave., Pittsburgh 12, Pa.

Sirs:

We enjoyed the first issue of Fence Industry very much and feel that it will be a success. It may interest you to know that we will acquire several new customers and orders from our previous advertising.

Peter VanDenburgh, 3131 Franklin Ave.,  
J. R. Quid, Inc., New Orleans 22, La.

### —Catalogs and Products Wanted—

Sirs:

We are in the welding and manufacturing business and have had several orders for the manufacture of fences. The writer would appreciate catalogs of products available and price lists on chain link, steel, aluminum, wire, mesh fabrics and ornamental.

E. P. Reichert 1660 Myrtle Ave.,  
Linden Welding & Mfg. Co.  
Columbus 11, Ohio

A great number of catalogs supplied by manufacturers and distributors are listed in this issue—ED.

Sirs:

We are seeking a source of supply of a wood gate which we believe is called the Lincoln Automatic Gate. This is commonly used by horseback riders who may lift gate without dismounting. After passing through, gate falls back into place.

E. L. Bell 815 N. Kedzie Ave.,  
Midwest Fence Co. Chicago 51, Ill.

The Wood Products Company, Toledo,  
Ohio catalog lists a gate of this nature—ED.

Sirs:

Could you kindly direct me to a company at which I might obtain name plates to put on my completed fences, such as; Fence by Thibault Fence Co., etc.

A. E. Thibault G 4100 S. Saginaw St.  
Thibault Fence Co. Flint, Mich.

### —Takes Over Pedrick Fence—

Sirs:

I have just received Fence Industry and believe you are going places with it. For your further information, my father-in-law who owned the Pedrick Fence Company in Flemington for 30 years, passed away in May. I have purchased everything from the estate, including the name.

Sheldon P. Hoffman, R. D. 2—Allen St.,  
Cedar-Craft, Flemington, N. J.

# Fence Industry



TRADE NEWS

EASTERN REPRESENTATIVE:  
Cyril Ellison,  
Suite 706 — 507 Fifth Avenue  
New York 17, N. Y. — Tel. MU 2-2444

ELLISON PUBLICATIONS, INC.

127 N. Dearborn Street • Chicago 2, Illinois Tel. RAndolph 6-2120

Fence Distributors  
Fence Manufacturers  
Fence Fittings Wholesalers  
Fence Equipment & Tools Suppliers

Gentlemen:

This is the final call and your last opportunity to list your firm in the INTERNATIONAL DIRECTORY of Fence Materials which will be published December 1958. Your only obligation is, to fill out the listing form (next page) as completely as possible and to return it to this office immediately.

Your listings can only be as valuable and informative as the information you submit. This information which is being compiled for our Directory issue will be helpful to us in serving others requesting sources of supply.

As we do not desire to publish incorrect information, the form must be signed by a responsible member of your company.

There will be 4 listings sections in the directory. All cross referred, plus a technical information section.

- |                                     |                                  |
|-------------------------------------|----------------------------------|
| 1 . . . . Main Company Listings.    | 3 . . . . Products Classified.   |
| 2 . . . . Trade Names (Identified). | 4 . . . . Suppliers Outside USA. |

Compiling a worthwhile and complete directory requires many months of tedious work. Therefore, reserving your advertising or placing your listings information in our hands immediately will make it possible for us to process your listings properly and an opportunity to give our readers a directory they will use constantly.

Your advertising and listings in the directory issue will serve you for a period of 12 months, possibly longer. It will be the only Fence Industry Buyer's Guide available anywhere.

It will fill a long needed want in this field and will serve thousands of firms who buy fence materials and supplies.

To be properly represented in the INTERNATIONAL DIRECTORY of Fence Materials should include your advertising and listings of all the products you sell this field . . . otherwise, your opportunity to do a thorough promotional job will fail.



*Edw. Ellison*

Editor & Publisher

FENCE INDUSTRY Trade News and the INTERNATIONAL Directory of Fence Materials is the only trade magazine and directory to be published exclusively for all FENCE ERECTORS; Contractors; Fence Manufacturers and Suppliers.



# Mail at once for your **FREE** Listing

(USE TYPEWRITER OR PRINT)

(attach extra pages if necessary.)

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

ZONE—STATE

Branch Offices \_\_\_\_\_

## PLEASE CHECK ✓

ERECTOR \_\_\_\_\_ CONTRACTOR \_\_\_\_\_ MANUFACTURER \_\_\_\_\_ DISTRIBUTOR \_\_\_\_\_ EXPORTER \_\_\_\_\_  
 IMPORTER \_\_\_\_\_ FABRICATOR \_\_\_\_\_ WHOLESALE \_\_\_\_\_ RETAIL \_\_\_\_\_ / of FENCE \_\_\_\_\_ GATES \_\_\_\_\_ POSTS \_\_\_\_\_  
 FITTINGS \_\_\_\_\_ SUPPLIES \_\_\_\_\_ TOOLS \_\_\_\_\_ EQUIPMENT \_\_\_\_\_ ELECTRIC FENCERS \_\_\_\_\_ CABLE \_\_\_\_\_ GUARDS \_\_\_\_\_

MANUFACTURERS . . . when listing your fence products, indicate whether aluminum, coated, colored, chain-link, type of wire (barbed etc.), ornamental iron, steel, block, corrugated, picket, wood, etc.

FENCE ERECTORS . . . if you own specific trade names to identify your work, your company or a product, be sure to list under trade names column.

## EXECUTIVES (NAMES and TITLES)

## CREDIT REQUIREMENTS

## CATALOGS AVAILABLE

YES \_\_\_\_\_ NO \_\_\_\_\_ (✓ PLEASE CHECK)  
 FREE . . . . . PAID . . . . . PRICE

## ADDITIONAL INFORMATION:

## LIST YOUR PRODUCT

DO NOT LIST PRODUCTS unless you are a manufacturer, wholesaler, importer or exporter—or sale sales agency.

## DISTRIBUTORS-SALES AGENTS NAMES—ADDRESSES

## TRADE NAMES (List and Identify) Only those you have authority to use

DATE \_\_\_\_\_ 1958

## IMPORTANT—PLEASE NOTE:

Is advertising desired in conjunction with listings?  
 YES \_\_\_\_\_ NO \_\_\_\_\_ (If YES!) Sign and return advertising form indicating space desired so that your Main Company and Product Listing/s may be set in bold faced type. (See rates on order page).  
 The Publisher reserves the right as to use and to limit the size and number of listings submitted for FREE listing purposes. **Write for advertising rates.**  
**Order form is deleted from this issue**

**FENCE INDUSTRY Trade News, International Directory of Fence Materials, 127 N. Dearborn St., Chicago 2, Ill., U.S.A.**

Signature \_\_\_\_\_ Title \_\_\_\_\_

YOUR LISTING IS FREE NO OBLIGATIONS. Send in your catalog or circular matter with this form to aid us in listing your company.

**Advertisers Are Listed in Bold Type — Write for Advertising Rates**

Tear off page and mail at once to insure free listing.

# Your Invitation . . . To Sell 8 Markets for the price of 1

JUST **5** MINUTES OF YOUR TIME TELLS HOW TO  
*Reach The Buyers*  
• IN A MULTI-BILLION \$ MARKET •

## 1 FENCE ERECTORS

Who buy fence materials, fittings, posts, gates, fence construction equipment, castings, tools and other countless related products necessary to the maintenance and erection of fences.

## 2 CONTRACTORS

Leading building contractors and engineers who blueprint the construction jobs, for highway, industrial and institutions, who sub-contract or erect fences.

## 3 LANDSCAPERS

Landscape architects and landscape architects are included in FI circulation. Hundreds of landscape establishments in city and country have added or are adding fences in metal and wood to their established lines and maintain erector crews.

## 4 CO-OPERATIVES

Volume buyers and a lucrative market for barbed wire, farm fences, posts, electric fences, tools, nails, brads and a host of other products allied the business of erecting fences.

## 5 WHOLESALERS

Distributors, jobbers, importers, exporters, sales agencies and manufacturers of fence materials, equipment and fittings who are not in the business of erecting fences.

## 6 ORNAMENTAL IRON

The fabricators and shops that are engaged in the production of fence, gates, fittings and ornamentation and their installation. Many in this category erect wire, chain link and aluminum fences.

## 7 GOVERNMENT AGENCIES

Federal, state, county and city purchasing agents. County agents, engineering and park superintendents including park commissioner's offices.

## 8 WOOD FENCE

An ever-growing market. The erectors, importers, landscapers, fabricators of wood fences and suppliers are in many cases also in metal, wire etc. and vice versa. Some specialize. This market includes posts, cable-post highway fences, supplies.

Now you can •

Complete coverage in the U.S.A. also  
U.S. Possessions and Canada

• Every month

## GET YOUR SALES STORY ACROSS!

THE FENCE BUSINESS IS BIG BUSINESS

**FENCE INDUSTRY Trade News** presents an opportunity to you, to sell a market covered by no single publication today. It will reach the people who make the buying decisions in the multi-million dollar organizations who manufacture and erect fences and supplies as well as to thousands of others in the industry who require information concerning sources of supply. **FENCE INDUSTRY Trade News** will give you thoro coverage in all the fields listed above, any one of which would justify using this media to promote the sales of your products.

There will be many bonus issues of FI due to market testing for increased circulation insuring issues reaching 15,000 copies. You can benefit without added cost.

A steady diet of advertising in future issues of FI will assuredly BUILD SALES . . .

Write for advertising rates/or your advertising agency.

EASTERN  
Cyril L. Ellison,  
Fence Industry,  
Suite 706,  
502 Fifth Ave.,  
New York 17, N.Y.  
Tel. MU 2-2444



CLOSING DATE  
of each issue  
is the first of  
the month preceding  
the date of issue.



Principal Office

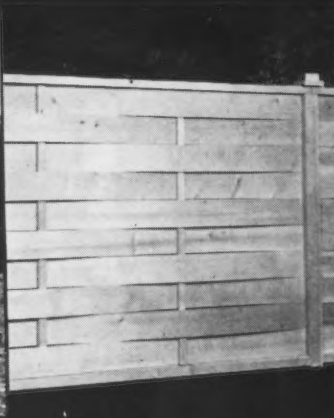
127 N. Dearborn Street

Tel. RAndolph 6-2119

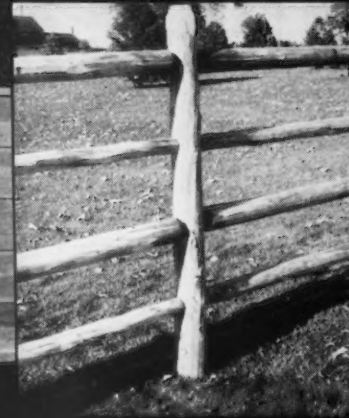
Chicago 2, Illinois, U.S.A.



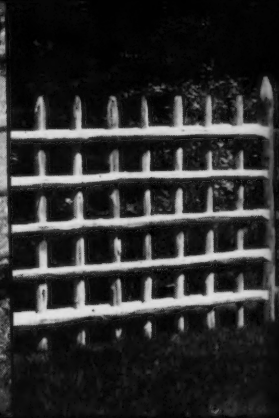
Goodwill



Basket-Weave



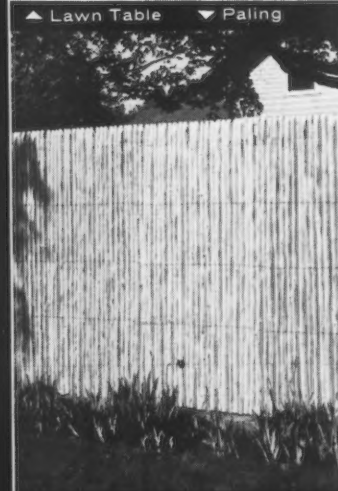
Post & Rail



Lattice



▲ Lawn Table ▼ Paling



Stockade



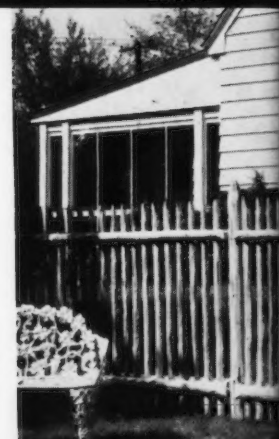
## You are looking at the most complete line of wood fence and yard accessories in the country!

Habitant has been America's most popular wood fence for over 35 years. Built in the country's largest plant devoted exclusively to wood fence, using only top quality materials and top flight workmanship. Factory-fabricated to fit your customer's individual lot line, delivered assembled, ready for easy installation. It is not necessary to stock or inventory Habitant. There's a fence or yard unit for every purpose, every taste, every purse.

Dealerships available. Write for details on the handsome, fast-selling Habitant line, and for new folders, brochures, specifications and price lists.

 *Habitant Fence*

BAY CITY 23, MICHIGAN



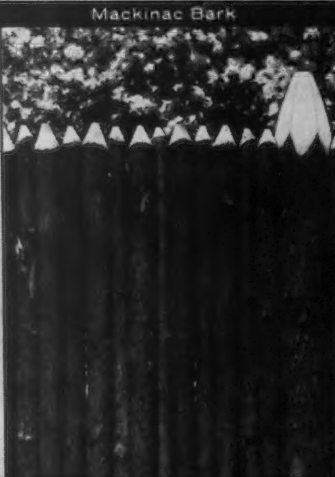
▲ Picket ▼ Lamp L



Country Squire



Lawn Chair



Mackinac Bark



